

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



MAKES MORE SALES WITH NETWORK OF SUBURBAN STORES

— Pages 38, 79

Meet Bill O'Callaghan!

Page 54

SALES UP 20% IN 1951 DUE TO "DO IT YOURSELF" PROMOTION

Page 36 —

This Dealer Finds It Pays
to Sell Dry Lumber Exclusively

Page 33



CONVENTION HIGHLIGHTS from S. W. L. A., Ky., Pa., Va., Ala.

Covered on Page 28

10,500 Copies This Issue

IN THE FINEST INSTALLATIONS



THE ALL-ALUMINUM MIAMI AWNING WINDOW

Look to the all-aluminum Miami Awning Window when beauty, long wear, and dependable operation are the important requirements.

- Constructed from extra-heavy aluminum alloy sections (63-ST5).
- Both sides of vent sections are actuated with equal pressure through a patented, concealed torque shaft allowing easy, balanced opening and closing.
- Plastic weather-stripping, optional.
- Available for immediate shipment.

For fine installations in schools, hospitals, office buildings and small homes, specify the all-aluminum Miami Awning Window.



For further information, see Sweet's Architectural File 17A or — write, wire or phone Miami Window Corp., Dept. SB. Mi

**MIAMI
Awning
WINDOW**

5200 N. W. 37th Avenue, Miami 42, Florida

Air Infiltration Tests Taken by Pittsburgh Testing Laboratories

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices, 506 Peachtree St., N.E., Atlanta 5, Ga. Acceptance under 34.64 P.L. & R. authorized.

Volume 7

Number 2

THIS SIGN SELLS

**TWO WAYS
FOR YOU!**



PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU



Display DIXISTEEL Fence with the metal sign facing the flow of store or street traffic. Let your customers know you are headquarters for DIXISTEEL Fence — Southern made for Southern needs.

When DIXISTEEL Fence is put up, the sign becomes a part of the installation. It identifies the fence as DIXISTEEL — reminds everyone who sees it that here is another stretch of the fence you sell.



This colorful metal sign on every roll of DIXISTEEL Fence is a double-barreled sales getter for dealers.

In your store, the familiar DIXISTEEL trademark is readily recognized by your customers. They need no other assurance that this is quality fence — Southern-made for Southern service.

When the fence is erected on your customer's property, the sign becomes a part of the installation. It tells the world that this good-looking fence is DIXISTEEL — the finest fence — the fence you sell.

Order DIXISTEEL Fence by name from your wholesaler or jobber.

FIELD FENCE **DIXISTEEL** BARBED WIRE

Atlantic Steel Company

ATLANTA, GEORGIA

The finest masonry work starts with

Cumberland Masonry Cement

THE "little red school house" of bygone days is now an imposing edifice of concrete, brick, stone and steel. And an attractive exterior has become a definite "must" in all school construction plans. That is why Walter Lerch, masonry contractor, chose Cumberland Masonry Cement for the Elbert S. Long School, Chattanooga. Cumberland's pleasing—and lasting—light color gives added beauty as well as sound construction to masonry units.

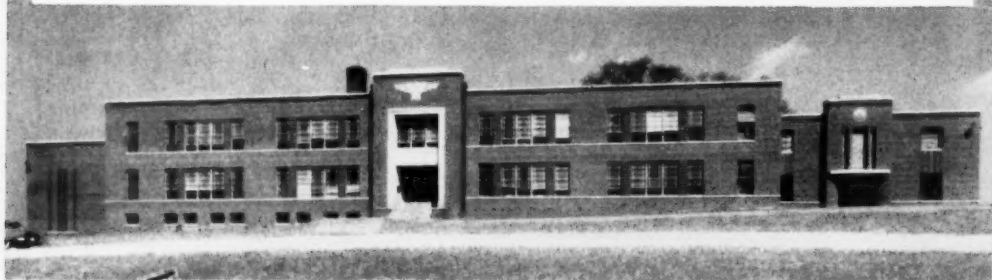
YES, beauty is a prime consideration for all types of masonry construction, and Cumberland always gives you a beautiful job. But there are other important advantages to Cumberland. For instance, plasticity. Cumberland Masonry Cement is more workable—it stretches, butters, spreads and shoves a head joint with a minimum of effort and a maximum of efficiency.

MAKE your next job a Cumberland job. From the first masonry unit to the last, Cumberland Masonry Cement handles easier and looks better.

THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

* Cumberland gives you all 10!



Elbert S. Long School, Chattanooga—Verhey Const. Co., Contractor, Walter Lerch, Masonry Contractor, Sears & Shepherd, Architects, Sewanee Coal & Supply Co., Masonry Cement Supplier.



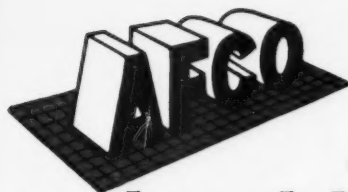
Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

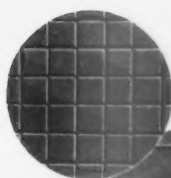
Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.



*a
dependable product
from a
dependable manufacturer*

AFCO Practically Sells Itself
11 Beautiful Pre-Decorated Colors
3 Smart Patterns
Easy to Install and Maintain



TIL-LITE



GLO-LINE



HI-LITE



WATERPROOF CEMENT

USES: For tileboard and other similar wall materials. Easy to apply. Holds fast and firm for lifetime of material.

COVERAGE: 60 to 80 square feet per gallon.

SIZES: Quart, gallon and 5-gallon cans.

QUALITIES: Absolutely waterproof. Tested for adhesion under conditions of heat, cold, moisture.

HARDBOARD MOULDING

$\frac{1}{4}$ " tempered material in the same full color range.

Cap Strip: 6 ft. lengths, un-scored or with contrasting beveled score lines. Widths $1\frac{1}{4}$ " or $1\frac{7}{8}$ ".

Base Strip: 6 ft. lengths, un-scored or with contrasting beveled score lines. Widths $3\frac{5}{8}$ " or $5\frac{5}{8}$ ".

Divider Strip: 4 ft. lengths, un-scored. Width $1\frac{1}{4}$ ".

METAL MOULDINGS

Aluminum: Highly polished aluminum extruded and stainless steel for every use in building and repair. Catalogue on request.

Complete dealer helps including colorful literature, ad mats, color chips, moulding catalogue, and our famous SILENT SALESMAN. Write to:

A&F TILEBOARD CO., INC.

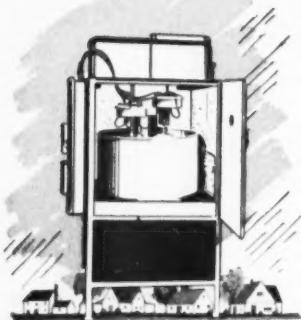
P. O. BOX 4085

ALEXANDRIA, LA.

Ask About THE SILENT SALESMAN

HOW **BARRETT DUBLECOTE** ^{*} will boost your roofing

From basic materials to finished product—top quality all the way



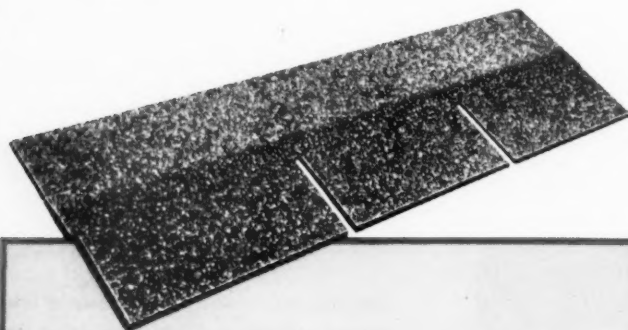
It's no wonder that Barrett DUBLECOTE ^{*} MULTI-SHINGLES^{*} are leaders wherever they're sold.

They're tough, sturdy three-tab strip shingles, reinforced with a second layer of asphalt and a second layer of mineral granules which extend from the lower edge of the butt to about 1 1/2" above the cutouts. This double thick construction provides extra strength and protection where the wear is hardest, adds insulation and means better appearance, too, because it produces a solid effect with heavy shadows below the butts.

Only the finest materials are used in

the Barrett DUBLECOTE MULTI-SHINGLES. The high rag-content felt is made in Barrett's own felt mills. The top quality asphalt with which it is coated contains a mineral stabilizer to insure maximum life. The mineral granules, in a variety of pleasing colors, are fire-proof, protect the asphalt against deterioration and provide lasting beauty.

Manufacturing processes are rigidly controlled and to assure uniform quality the shingles are regularly tested in the "Weather-Ometer" where they are subjected to extremes of heat, cold, light and rain that are far more severe than actual climatic conditions.



Barrett DUBLECOTE MULTI-SHINGLES specifications **they're handsome—they're sturdy**

Size	Headlap	Exposure	Approx. Weight Per Square	Shingles Per Square	Bundles Per Square
12" x 36"	2"	5" or 4"	210 lbs.	80	3



**Color range is rainbow-wide—
solids, blends, pastels, grains**

Barrett colors have been selected to meet every customer requirement. They're strong on sales appeal.

Plain Finish: Blue Black, Deep Green, Deep Red, Blue Blend, Slate Blend, Green Blend, Red Blend, Brown Blend, Two-Tone Green, Deep Brown, White.

Weathergrain Finish: Greengrain, Redgrain, Slategrain, Bluegrain, Browngain, Pastel Bluegrain, Pastel Redgrain, Pastel Greengrain. Sample boards and natural color photographs available.

MULTI-SHINGLES* sales to new highs!



"The greatest name in roofing"

An unmatched reputation works all the time for you

In the Barrett reputation, every Barrett roofing carries with it an asset unmatched by any other roofing manufacturer.

Year after year in important cities Barrett Roofs are selected to protect America's greatest buildings—buildings like the Empire State, RCA and United Nations Secretariat in New York, the National Archives and Lincoln Memorial in

Washington and the Atomic Bomb Plant at Oak Ridge.

Barrett "know how" in roofings is a strong selling argument that inspires customer confidence in Barrett products. It's always good sense to tie in your business with "the greatest name in roofing."

Hard-selling national advertisements talk Barrett* roofs to 9,947,937 top prospects

Big, full-page color advertisements in The Saturday Evening Post and Better Homes and Gardens tell a powerful, convincing story of Barrett quality to home-owners. Another campaign in Successful Farming and Progressive Farmer blankets the big rural market for Barrett building products.

Nearly 10,000,000 top drawer prospects are pre-sold by Barrett advertising in two big markets for Barrett DUBLECOTE MULTI-SHINGLES*.

Advertising reprints and blow-ups are available to you so that you can tie in with Barrett national advertising.



Barrett sales promotion—turns prospects into cash customers



It is a recognized fact that Barrett sales promotion material is second to none in the field. Store, window and job signs, direct mail campaigns, local newspaper advertisements, window displays, full color product literature, selling manuals—these are just some of the selling helps that are available to build Barrett building material sales. Your Barrett representative will gladly show you this material.



To carry the Barrett name they've all got to be good

Asphalt Shingles (lock-type and conventional)
Roll Roofings (mineral surfaced and smooth)
Insulated Sidings
Rock Wool Insulation

Sheathings and Building Papers
Protective Paints
Roof Repair Materials
Wood Preservatives
Saturated Felts
Roofing Pitch and Asphalt

THE BARRETT DIVISION

Allied Chemical & Dye Corporation,
40 Rector Street, New York 6, N.Y.
36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.
2800 So. Sacramento Avenue, Chicago 22, Ill.
1327 Erie Street, Birmingham 8, Ala.



In Canada: The Barrett Company, Ltd., 5551 St. Hubert St., Montreal, Que.

*Reg. U. S. Pat. Off.

These are the features that make

ASBESTONE

SIDING SHINGLES

sell quicker for you!



- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old siding



COLORS AND DESIGNS THAT SELL ON SIGHT!

- Deep woodgrain texture
- Straight or wavy edge

4 Popular home Colors—
Gray, Greentone Blend,
Bufftone Blend, White.



More and more Beautiful Homes have ASBESTONE Roofing Shingles

DESIGNS AND FINISHES YOUR CUSTOMERS WANT!
Dutch Lap—Deep woodgrain finish
Hexagonal—Smooth finish
Early American Strip—Traditional wood-texture finish

Modern! ASBESTONE Wallboard

For homes, stores, offices — For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250".

All Lifetime Products of



5300 Tchoupitoulas Street • New Orleans, Louisiana

Specialists in Asbestos-Cement
Building Products for Over 25 Years

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

12. Installment Financing. Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N. W., Atlanta 3, Georgia.

16. Maple Flooring. Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

18. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories. 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

30. Flush Doors. A 12 page full color catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

32. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes,

mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

34. Aluminum Sink Frames. Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

40. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

42. Thresholds. Twelve types of aluminum thresholds available. Aluminum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

44. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photo-

graphs. The Ross Carrier Company, Benton Harbor, Mich.

46. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking wind-proof feature of Ruberoid Duple Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

54. Metal Building Products. An illustrated pocket catalog shows the complete line of Leigh metal building products. Information is included on door canopies, window awnings, ventilators, ornamental shutters, package receivers, dust chutes, clothes chute doors, and flower boxes. Air Control Products, Inc., Coopersville, Mich.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the February, 1952, issue of S'B'S with these key numbers: _____

Name _____

Position _____

Firm _____

Mail Address _____

City, State _____

HAVE YOU HEARD ABOUT THE

BIGGEST BUILDING NEWS IN A DECADE?



The Flintkote Flash

BUILDING TRADE IS AGOG
over announcement of
NEW DURA-SHIELD*
Asbestos-Cement Sidings!
Biggest money maker in years

Dramatic and convincing selling advantages over other available materials can be demonstrated by you, easily and effectively, in two minutes flat.

Wait until you see this new product of ours.
DURA-SHIELD is the most beautiful weather
and stain protector a house ever had
... another *Flintkote* development.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

*A Trademark of The Flintkote Company

66. Marlite Prefinished Wall Panels. The Marlite Color Folder—a "miniature catalog" for prospective customers—tells the complete story about these prefinished wall and ceiling panels in plain color, tile pattern, horizontal and wood and marble patterns. The complete range of colors is shown. Marsh Wall Products, Inc., Dover, Ohio.

68. Plywood Catalog. The new 43-page Weldwood plywood catalog contains descriptions, photographs, specifications, and list prices of softwood and hardwood plywood, doors, plastics, and specialties. Ask for form 1052. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

72. Marbleized Tieboard. Folders describe distinctive patterns of Miratile deluxe tieboard and Miratile Marbleite, made of 1/8-inch Masonite tempered hardboard. The Tile Board Panel Division, Miratile Manufacturing Company, Inc., JS, 600 West 81st Street, Chicago 20, Ill.

74. Aluminum Products. A new eight-page catalog shows Reynolds Lifetime aluminum roofing, siding, reflective insulation, gutters, downspouts, built-up roofing, and casement windows. Reynolds Metals Company, 2036 South Ninth Street, Louisville 1, Ky.

76. Insect Screen Guide. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

78. Arm-Glaze Putty. Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

80. Folding Stairway. Slide-A-Fold disappearing attic stairways are presented in an attractive three-color folder. Specifications and installation data are included. The Craig Wood Products Company, Columbus, Ga.

86. Wood Preservative. Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Company, Memphis 3, Tenn.

88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Pennsylvania.

96. GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three

colors. Georgia-Pacific Plywood Company, 300 Park Ave., New York 22, N. Y.

98. Ideal Bathroom Cabinets. Catalog shows cabinets in 18 designs and a wide range of sizes, including chrome-plated, fluorescent-lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

100. Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

102. Stanley Electric Tools Catalog. A new 96 page catalog by Stanley Electric Tools, Division of The Stanley works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

104. Ornamental Iron. New 32-page catalog shows great variety of ornamental wrought iron for columns, brackets, cornices, railings, and other decorative pieces. It is filled with photographs of actual installations on homes. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.

106. National Lockset. Catalog illustrating and describing the complete Series "410" National Lockset line. Locksets are reproduced in full color. Installation instructions, cross-sectional drawings and available finishes are included. Special cutaway drawing points up specific advantages and functions. The National Lock Company, Rockford, Illinois.

108. Decorative Iron Work by Huntington Industries. has been published by Huntington Industries, P. O. Box 3176, Memphis, Tennessee. The catalog describes and illustrates the Huntington complete line of stock ornamental and cast products. An exclusive with Hunting is their "Matching" plan, designed to furnish columns, brackets, etc., in matching designs.

118. Metal Siding Trims. Illustrated sales sheet and price list gives descriptions of rust-proof trims used for outside corners, inside corners, door and window trim, and drip cap for use over windows and doors. States dimensions, carton content, and dealer's net cost per 1000 feet, and gives illustrations of siding trims in use. National Guard Products, Inc., 540 Jackson Avenue, Memphis, Tennessee.

120. Pointers On Remodeling An Attic With Douglas Fir Plywood. Two-color eight-page reprint from Pop-

PRINTED HELPS

(From page 7)

Order this **FREE LITERATURE** by filling in coupon on page 7 of this S'B'S, then mail!

ular Mechanics carrying detailed story of attic remodeling with plywood. Describes construction, joint treatment, finishes. Shows series of space-saving built-in ideas and typical attic room planning. Douglas Fir Plywood Association, Tacoma 2, Wash.

122. Tension Screens. New descriptive sheet gives step-by-step instructions for homeowners to install Loxreen tension screens themselves. Sketches illustrate the sales message. The Loxreen Company, Columbia, S. C.

124. Steel Industrial Windows. Sizes, specifications, details and hardware illustrations for Hope's Lok'D Bar Industrial Windows are given in folder No. 103S. Write Hope's Windows, Inc., Jamestown, N. Y.

126. Gypsum Wallboard. Uses of Fire-stop Bestwall are listed in a new two-color, envelope-size folder. A table shows fire-resistance ratings based on Underwriters Laboratories tests. The Certain-teed Products Corporation, Ardmore, Pa.

128. Drywall Trim Steel Casing. Finely illustrated data sheet fully describes new dry-wall trim with firm gripping, spring tight action. Pictures adaptability to various types of window and door installations. Describes speed of application, practicability, decorative and protective features and economy of use. Drywall Trim, Inc., 545 Fifth Ave., New York 17, N. Y.

130. Metal Moldings. New catalog sheet illustrating various Metal moldings specifically designed for trimming corners and edges of asbestos siding shingles. H. K. Piper Mfg. Co., Robinson, Ill.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidaift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many exclusive features of this completely concealed sash balance. The Turner & Seymour Manufacturing Co., Torrington, Conn.

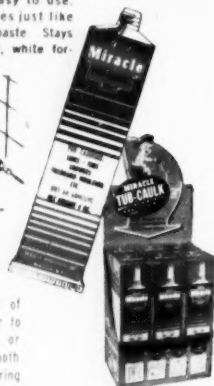
**134. "How to Enjoy an Outdoor Cook-
nook"**—a 52-page book devoted to outdoor fireplace designs, construction tips and cooking hints. Fireplace designs—ranging from small ovens to the most elaborate cook-nooks—are in ample detail to serve as construction guide. Also, complete information on required materials and metal parts. Price 25¢ (Sample copy to Dealers free). Published by The Majestic Co., Inc., Huntington, Indiana.

Dealers Everywhere Report:

"FASTEST SELLING ITEMS WE EVER CARRIED!"



So easy to use.
Applies just like
toothpaste. Stays
bright, white for-
ever.



Packaged in Colorful,
Self-Selling Counter
Display!

Easy to Use MIRACLE TUB-CAULK

Squeeze bright, white Tub-Caulk right out of the tube—like toothpaste. Dries in one hour to tight waterproof seal that won't shrink or crumble. Keeps its bright, white satin smooth finish even after repeated use of harsh scouring powders. Your customers each will buy several tubes of Tub-Caulk to seal around bathtubs, to fill in cracks around shower stalls and to seal cracks between sinks and walls and between window or door frames.

*One large retailer reports: "\$12,816 Miracle Tub-Caulk sales in 30 days — Most successful promotion ever run!"



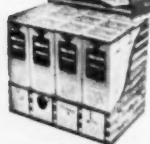
Solves toughest
gluing problems.



MIRACLE Black Magic ADHESIVE

as described in Reader's Digest

The rugged waterproof adhesive for heavy duty jobs. Your customers will want Black Magic Adhesive to replace loose tiles in walls, floors or mantels, to fasten rubber strips, gaskets, and bumpers on car doors or refrigerators, and to attach furring strips directly to concrete or masonry walls with Miracle Anchor Nails.



Join the profit parade. Order stock today, and watch sales come fast and easy — and your profits roll in!

MIRACLE

ADHESIVE CORPORATION

214 E. 32nd STREET

NEW YORK 22, N. Y.

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: Elbert Myers, Glasgow, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. Preston 9157. President: W. R. Milstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan, Lancaster, Pa.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. National 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

Here's why they buy



TENSULATE PERLITE



REDUCES DEAD LOADS . . .



ARCHITECT

SAVES STEEL . . .
EXCELLENT FOR FIREPROOFING . . .



BUILDER

EASY AND ECONOMICAL TO MIX . . .



CONTRACTOR



THEY all agree that it pays to use Tensulate Perlite concrete. That's why it is a fast-seller making more profits for building materials dealers. One grade makes both plaster and concrete. Complete technical literature and assistance available upon request. Address Tennessee Products & Chemical Corporation, Dept. S2, First American National Bank Building, Nashville, Tennessee.



MAIL COUPON

TENNESSEE PRODUCTS & CHEMICAL CORPORATION
FIRST AMERICAN NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE
Please send me more information about Tensulate Perlite

NAME _____ TITLE _____
FIRM _____ STREET _____ CITY _____ ZONE _____ STATE _____

BEST SELLER *in any store!*



You will like Reynolds Aluminum Roofing and Accessories because they give you a good profit yet are priced right for volume sales. Reynolds products are easy to sell. Backed by powerful National Advertising, they are in great demand and have the quality to make and keep satisfied customers.

Your customers will like Reynolds Lifetime Aluminum Roofing because it gives them a permanent, weather-tight roof — one that needs no painting or maintenance. It makes homes and build-

**CORRUGATED ROOFING AND SIDING
5-V CRIMP ROOFING
GUTTERS AND DOWNSPOUTS
ROOF FIXTURES
NAILS**

ings cooler in summer—warmer in winter. Used on Farm Buildings, Reynolds Aluminum Roofing keeps animals more comfortable—increases productivity.

The bonus that goes with all SSirco Distributed Products, SSirco Warehouse Service, gives you *Overnight Delivery* and *Drive-in Pickup*. This allows you lower inventory investments, smaller storage facilities. Write today for details about SSirco's complete line of Reynolds Aluminum Roofing and other Nationally Advertised SSirco Distributed Products.

YOUR NEARBY SSIRCO WAREHOUSE IS YOUR STOCK ROOM



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga. Albany, Ga. Orlando, Fla. Birmingham, Ala.
Atlanta, Ga. Augusta, Ga. Tampa, Fla. Jacksonville, Fla.

BACKGROUND FOR PROFITS...

BARCLAY

PLASTIC COATED PANELS



Sell Barclay's durable beauty, versatility and economy for modern walls and ceilings and get bigger sales...higher profits! Homeowners like Barclay's low cost, rich decorator colors, smooth easy-to-clean fused plastic surface and exclusive Tridem authentic tile lines. Applicators like its quick, easy installation. Two popular finishes, three surface designs for homes, offices and stores.



Sell the complete line! Barclay Accessories mean increased sales, satisfied customers and a bonus of extra profits every time!

Stock and sell Barclay Plastic-Coated Paneling and Barclay Accessories for bigger business! Write today for details!



Mastic Cement

IRON ROOFING CO.

15 BRANCH WAREHOUSES

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Nashville, Tenn.

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Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



RIGHT AT YOUR FINGER TIPS

Prompt Delivery Service to Dealers!

"Dixie-Ply"



6 "Service Centers"



Consolidate Your Buying

Remember you'll save on all building materials by consolidating your buying. Let our Car or Truck Load Service help you save time, save on inventory and help you sell more profitably.

To Assure You CONVENIENT SUPPLIES

When you need quality products PLUS Service call your nearest Dixie Warehouse and get what you want, where you want it when you want it. Each Warehouse is keyed to the needs of dealers in the different distributing areas and offers you a complete line of lumber products — Bradley Solid and Hollow Core Doors — Bradley Hardwood Plywood — Consoweld Plastics — Venetex and Plytex Embossed Plywood and Douglas Fir. And now "Dixie Bond" Urea Plastic Resin Glue — it's a waterproof, low-cost glue for the small glue customer. Call your nearest Dixie Warehouse for the best products at fair prices.

DIXIE PLYWOOD COMPANIES, Inc.

ATLANTA, GEORGIA

260 WESTMINSTER DRIVE, N. E.
PHONE EMERSON 5626

MIAMI, FLORIDA

3727 N. W. 54th St.
PHONE 88-2597

SAVANNAH, GEORGIA

P. O. BOX 709
PHONE 2-2200

BRANCHVILLE, MARYLAND

P. O. BOX 106
PHONE TOWER 6200

TAMPA, FLORIDA

201 SECOND AVENUE
PHONE 4-1324

HOUSTON, TEXAS

1921 FRANCIS ST.
PHONE LINDEN 3010

"We wish we had more lines like PEE GEE!"



That's the kind of talk we like!

... and maybe this letter will answer a problem for you.

Union Supply Company, Inc.

E. Sullivan Street
Kingsport, Tennessee
September 20, 1950

Peaslee & Gaulbert Paint & Varnish Co., Inc.
Louisville, Kentucky.

ATTENTION: Mr. Ned Booker, Advertising &
Promotion Director

Dear Ned:

We feel that the Pee Gee line has substantially assisted in creating prestige for this firm through its consistent fine merchandise and its ability to bring the customer back again and again. Being in the building material business, we get to sell Mr. Customer not only paint, brushes, thinners, etc., but many other items of lumber and hardware.

We have had the new color lines in Onekoatt Flat, Flatkoatt Deep Tones, and Onekoatt Four Hour Gloss Enamel for some nine months now, and I feel that the color cards on these lines cannot be touched by any other brand of ready-mixed paints on the market. Our customers, and most particularly the ladies, really "go" for these modern colors. Our paint business has taken a jump as a result of the new lines, and we feel that next spring will break all records in our paint department.

Incidentally, the new Sealkoatt is terrific! It makes possible the use of Deep Tones where it was ruled out previously due to the inadequacy of the priming agent. We're getting much favorable comment of it.

The same can be said of Onekoatt Mastic Outside House Paint. We're increasing our volume on it every day, and the word-of-mouth advertising by our customers is paying off.

In closing, let me say again that we are real happy with our Pee Gee dealership after these 22 years. We wish we had more lines like it. With kindest personal regards, I remain

Cordially yours,
UNION SUPPLY CO., INC.

Signature: *Martin Karant*
Martin Karant
Ass't Mgr.

We're prepared to sell through a few more dealers like Mr. Karant's company. Would you like to profit by the demand for such best-sellers as: Onekoatt House Paint, Flatkoatt Deep Tones, Onekoatt Enamels, Onekoatt Flat and Semi-Gloss, and the sensational Sealkoatt Primer-Sealer? If so, get in touch with us.

PEASLEE-GAULBERT PAINT & VARNISH COMPANY
223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



For Sales Action . . . Sell Jackson!



One of America's
Leading Lines



*For your exclusive line . . . your
first line . . . or second line . . .*

JACKSON

will make money for you

Approved by
Underwriters Laboratories
Inc.

3 GREAT TABLE-TOP SERIES, beautifully finished in gleaming white with heavy gauge galvanized tanks protected by 2 inches of insulation—30 and 40 gallon capacities. 230/240 Volts A. C. only.



AUTOMATIC ELECTRIC ROUND WATER HEATERS in 6 sizes from 10 to 80 gallon capacities. Fully insulated, with white enamel jackets. 230 240 Volts A. C. only.



AUTOMATIC GAS WATER HEATERS in 20 and 30 gallon capacities both protected by automatic safety features and enclosed in beautiful white jackets. Fully insulated with high burner efficiency.

Take your pick or take all of them—each of the water heaters shown here is a leader in its field and a sure-fire profit item.

The Jackson line offers you a wealth of sales features that mean business for you because home owners like the safety, efficiency, and durability built into these handsome water heaters. Whether it is a round model or counter style, each heater offers advantages to home planners that make them ready sellers.

Get full information NOW
Phone, wire or write for
details on these heaters
and the Jackson franchise.

Approved by
American Gas Association

W. L. JACKSON MANUFACTURING COMPANY, INC.

1222 E. 40th Street

Chattanooga, Tennessee

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Warehouse Stocks Carried

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Telephone LAmar 1977

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SALES AGENCY**

311 Chickamauga Avenue
Rossville, Georgia
Telephone 89-5554

**GEORGE H. ANDERSON
COMPANY**

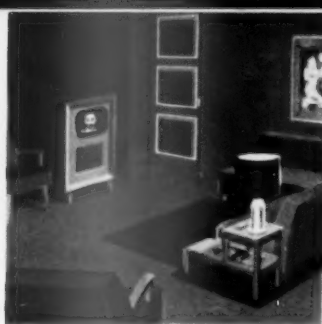
P. O. Box 2235
Memphis, Tennessee
Telephone 9-2724



Ideally suitable for modern color themes, particularly the brilliant new Oriental shades.



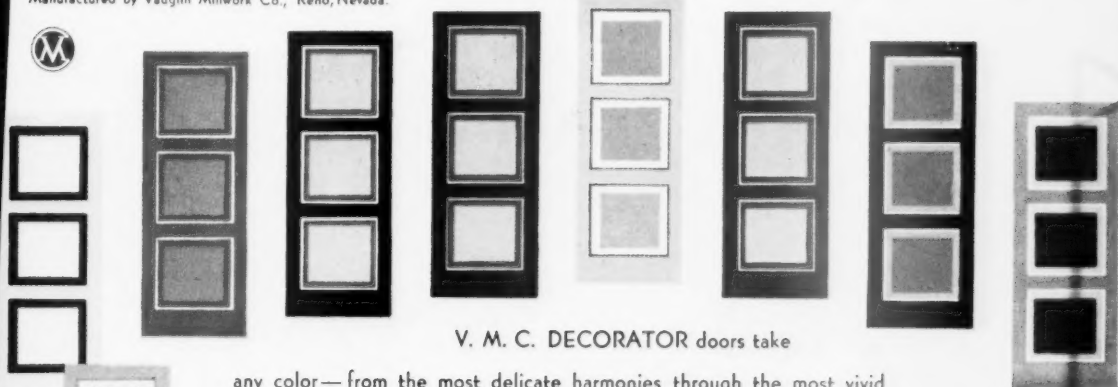
The color harmony of your Decorator Door carries out the individuality of your kitchen.



The V. M. C. Decorator Door blends the soft tones of your TV room into one lovely unit.

DECORATOR DOORS *capture the color of your rooms!*

Manufactured by Vaughn Millwork Co., Reno, Nevada.

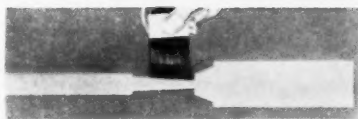
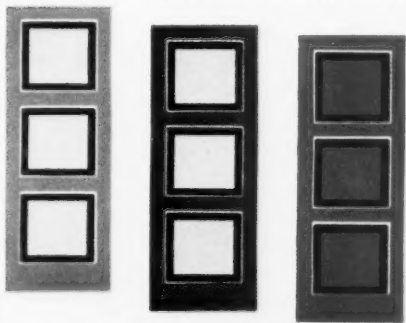


V. M. C. DECORATOR doors take

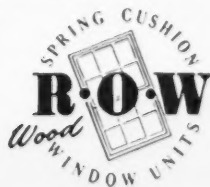
any color—from the most delicate harmonies through the most vivid

modern and Oriental combinations. Designed for easy painting.

V. M. C. DECORATOR DOORS are designed for easy painting. They're so finely finished that even the amateur's brush moves smoothly over a selected color area without smearing or overlapping other areas.



A revolutionary step in imaginative interior decorating! For the first time, a door that is truly PART of the room. Now, color harmonies can flow smoothly — eliminating unsatisfactory breaks in color continuity — a feature your customers will appreciate. V. M. C. DECORATOR DOORS are especially effective in modern and ranch type homes and add that touch of smartness in the remodeling and redecorating of old homes with traditional interiors. Made of durable white pine, V. M. C. DECORATOR DOORS are manufactured by Vaughn Millwork Co., Reno, Nevada. For more profit, more customer satisfaction, always recommend V. M. C. DECORATOR DOORS. Standard and popular sizes are available.



DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia





Mr. Merchandiser:

HERE'S WHY YOU CAN RECOMMEND

WITH CONFIDENCE **R • O • W**

Removable **WOOD WINDOWS**

**SO EASY TO
CLEAN!**

How the housewife will welcome these weather-stripped, removable windows! Not only do they give her good ventilation, plus more light and beauty, but to clean them she simply has to press gently, lift them out—a whish and a whee and they're clean! Yet when they're locked, they are completely rattle-free and burglar proof.



**EASY TO
INSTALL!**

**EASY TO
PAINT!**



Carpenters and painters are enthusiastic about R•O•W Spring Cushion Wood Windows, too. Why? Talk to the men who handle them. The carpenter will tell you they go in so easily they are practically no work at all, and the painter will tell you how easy it is to work with these R•O•W windows. For more satisfied customers, and more profit to you, always recommend R•O•W Removable Wood Windows.

R•O•W DISTRIBUTORS

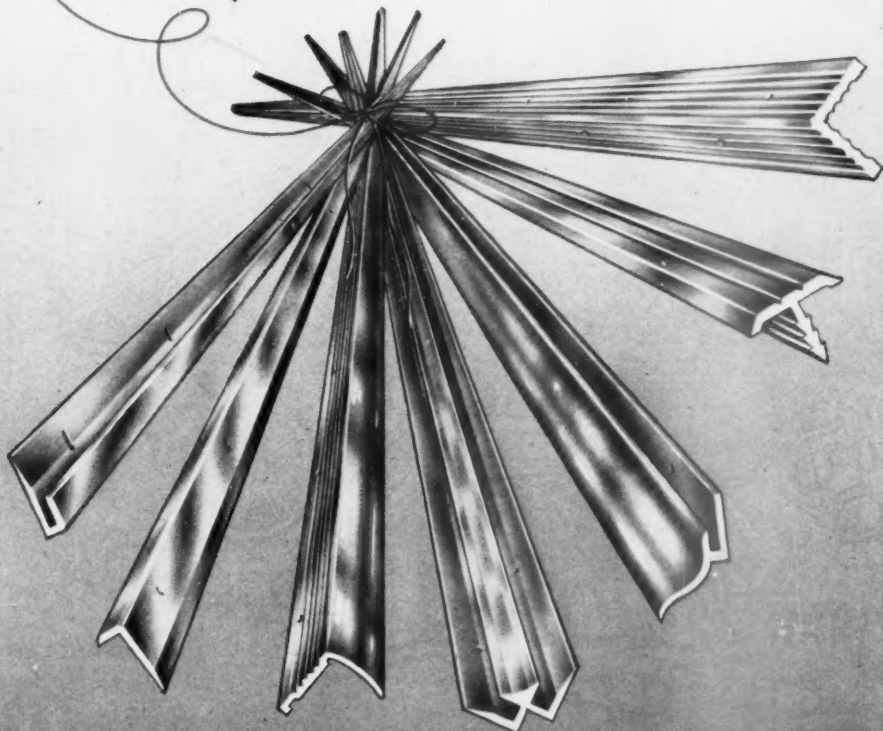
MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

*Tie up with the
Stable and Steady
Supplier*



*Buy From the
BIG NAME*

*in the
Aluminum Metal Moulding
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**YOUNGSTOWN MANUFACTURING
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66-76 South Prospect Street
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If you want to be assured of a stable and steady source for aluminum mouldings, write Youngstown Manufacturing, Inc. Ask any of our distributors or dealers about us and you will know why we are looked upon as the stable and steady supplier. We have a complete line of mouldings and mass production facilities. Write, wire or phone.

SUPERIOR
METAL
MOLDINGS



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY
P. O. Box 40, Station B, Buffalo 7, N. Y.

Cable Address, "Plastergon" • Phone Riverside 3370

9 WAYS TO MAKE YOUR CUSTOMERS HAPPY

Successful selling secret: *give the customer exactly what he needs.*

That's why Plastergon is today's No. 1 line of wallboards and insulating boards. Plastergon products help you keep customers satisfied customers . . . help you ring up those extra sales that mean so much to profits.

Look over the many sizes, thicknesses, types, and finishes represented in the nine Plastergon boards. There is one for every customer need.

Write for full details including product bandout literature.

- A. **DUO-TONE**—2 color wallboard in 6 different color combinations. Four ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.
- B. **BUCKSKIN READY BEND**—1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.
- C. **PERFECT-O-CELL**—Approximately 3/16", 4 ply, pebbled wallboard with extra sizing on both sides. Rich, cream color. 48" wide . . . lengths 6 to 12 ft.
- D. **MAMMOTH**—Approximately 1/4", 5 ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.
- E. **ECONOMY**—A lot of value at low cost. Smooth finish both sides. 4 ply . . . 48" wide . . . 6 to 12 ft. long . . . Bundles of 12.
- F. **EBONY**—1/4" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.
- G. **BUDGETAIRE PAINTCOTE**—5/16" insulating board. Licorice root fibers. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.
- H. **LOCKAIRE PAINTCOTE**—1/2" insulating board. Licorice root fibers for greater strength. Factory painted one side 48" wide . . . 6 to 12 ft.
- I. **LOCKAIRE**—1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long . . . Also x-joint panels 2' x 8'. 25/32" building boards.

**Now! A heavy-duty
anyone can apply!**



perforated tileboard Insulite's new ACOUSTILITE

Acoustilite, designed for builder-application, offers lumber dealers big, new sales opportunities in the profitable acoustical-interior market!

Opens new market possibilities! Insulite's new Acoustilite gives you a chance at the profitable acoustical-interior business. Homes, stores, offices, schools . . . public and commercial buildings of all kinds.

Design helps you sell! Acoustilite was designed with the builder and home owner in mind! The wide, sturdy flange makes it easy for almost anyone to do a professional-like job over furring strips. For those who want it, Acoustilite is also available with the beveled butt-edge joint for application over continuous surfaces!

Appearance helps you sell! It's the best-looking perforated tileboard you've ever seen. Compare it. Compare Acoustilite's beautiful, satin-smooth finish . . . the neat, cleanly-drilled holes. There's nothing else like it.

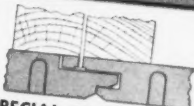
Get samples and complete facts! Contact your Insulite jobber, Insulite sales representative or drop us a card now!



INSULITE DIVISION

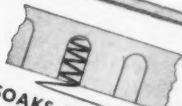
Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND ACOUSTILITE ARE REG. T. M. U. S. PAT. OFF.



SPECIAL JOINT HIDES FASTENERS

Special flange on the grooved side, hides nails and staples, provides a secure fastening surface for quick and easy application, protects all visible edges against damage.



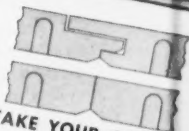
SOAKS UP SOUND,* CUTS FUEL COSTS

Sound-absorbing holes, cleanly drilled into tough, wood-fiber stock literally soak up noise! What's more, Acoustilite's thick fibrous structure provides top fuel-saving insulation.



HEAVY-DUTY SURFACE

Tough, factory-painted surface withstands repeated cleaning with brush, damp cloth or dry cleaning methods. Repaint again and again without reducing sound absorbing qualities.



TAKE YOUR CHOICE

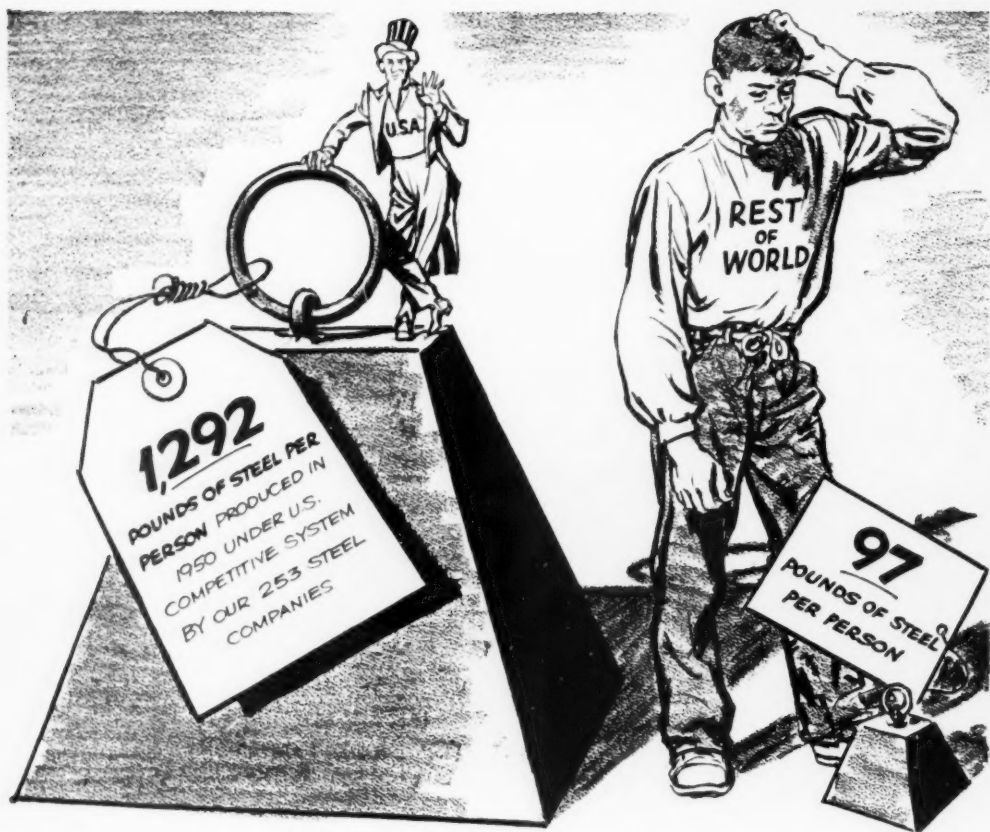
Smooth, sparkling white Acoustilite units with either flanged tongue-and-groove or butt-edge joints give you a beautiful ceiling that resists dirt, cleans easily, keeps customers happy.

Build and insulate with double-duty

INSULITE

MADE OF HARDY NORTHERN WOOD





FORTY YEARS AGO the automobile was a rich man's toy. TV and radio were unheard of. Refrigeration? You hung a card in the front window to signal the ice man.

Today we drive 40 million cars, listen to 90 million radios, keep food in 33 million refrigerators.

Yet millions in the rest of the world are still groping in the primitive darkness of 40 years ago.

Why have we moved ahead? Competition is a chief reason. Only competition in business has made luxuries commonplace in your home today. Competition, for example, in the production and sale of steel and things made out of steel.

Steel makes progress possible—in war or peace . . . in the manufacture of everything from tableware to tanks, razor blades to skyscrapers, baby carriages to "Big Mo".

How well does this competition of ours work in the steel business?

. . . The U.S.A. shows an 83.4% gain in steel output between 1939 and 1950. The rest of the world shows an 0.8% loss.

. . . In 1939, the U.S.A. under "competition"

made $\frac{1}{3}$ of all the world's steel. Today we produce half—all with only 6% of the people in the world.

. . . Steel workers under "competition" gained in jobs, too. There were 449 thousand jobs in 1939. Today—637 thousand.

The steel industry is just one example of how a free competitive system works. Ours is the security millions of people in the world dream of when they embrace such dead-ends as "planned economies".

Look around and see what happens when people hand their jobs and factories over to the government. Or have them taken by law. Or by force. Name it what you will—"communism", "nationalization", "socialism", "regimentation"—it is a one-way street, and no turning back. By then people no longer own government. Government owns the people.

• • •

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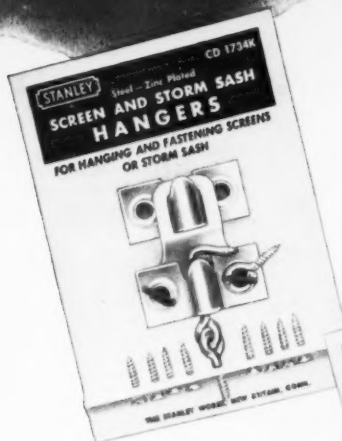
THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE



STANLEY CARDED HARDWARE

Take a steady seller, package it for greater attention-value, easier identification, and added sales-appearance. Repeat the process on fifty-five of the most popular hardware items, and you have Stanley Carded Hardware—a colorful counter-full that wins the tricks.

Cards serve as complete sales units (screws are packaged with each item) designed to stimulate impulse buying and save the salesman's time. Mass-display Stanley Carded Hardware for volume sales and easy, extra profits. The Stanley Works, New Britain, Connecticut.



Remember . . .
Three Hinges
To A Door



STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

FEBRUARY, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



There's no "Cure-All"

IN MEDICINE...

OR CEMENT?

For many years now air entraining cement has been helping American contractors solve many a baffling concrete problem. It has done such a good job that it is looked upon by a great many people as a "cure-all." Such is definitely *not* the case. There is one major factor that every user should consider before mixing air entrained concrete.

You see, air entraining cement is a product that's standardized by federal and A.S.T.M. specifications. When mixed with local materials it forms concrete which entrains varying amounts of air, depending upon such variables as grading, size and type of aggregate, or consistency of the mixture, among many others.

To avoid the unsatisfactory result of too much or too little air in the concrete, follow the "prescription" method... mix your own air entraining concrete with regular portland cement and any well-known air entraining agent in proportions designed to fit the circumstances. Only when you are *sure* that local ingredients and conditions will produce the *right* air content should you depend upon an air entraining cement. And that's the time to remember that there's none better than Marquette Air Entraining Cement.

★ ★ ★

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you — contact any Marquette office.



Adjacent sections of the same street. Note results of incorrect air entrainment at left.

**Marquette
Cements**

MARQUETTE CEMENT

MANUFACTURING COMPANY

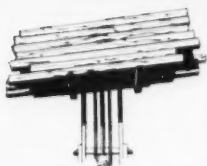
SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY



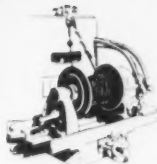
any handling job in your yard costs less with **ROSS** SERIES 10 AND THESE ATTACHMENTS!

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



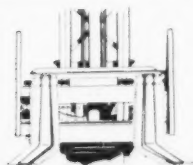
POWER SLOPE PILER

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



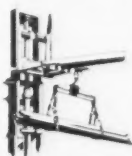
HYDRAULIC WINCH

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



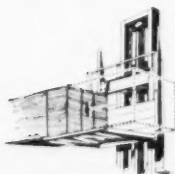
TRAVERSE CARRIAGE

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



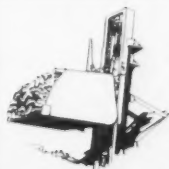
BOOMS

Permit fork truck to unload open-top cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



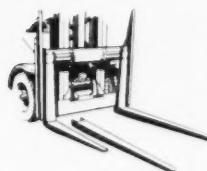
HYDRAULIC BIN-LOADER

Permits conventional lumber bins to be loaded with a Series 10 Fork Truck. Doesn't interfere with normal fork truck operation. Easily detached and readily interchangeable with other attachments. Controlled from truck cab.



SCOOPS

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2½ cu. yds. Quickly interchangeable with regular forks.



FORK EXTENSIONS

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.

**MAIL
THIS
FOR
FULL
DETAILS**



THE ROSS CARRIER COMPANY

170 Miller St., Benton Harbor, Mich., U.S.A.

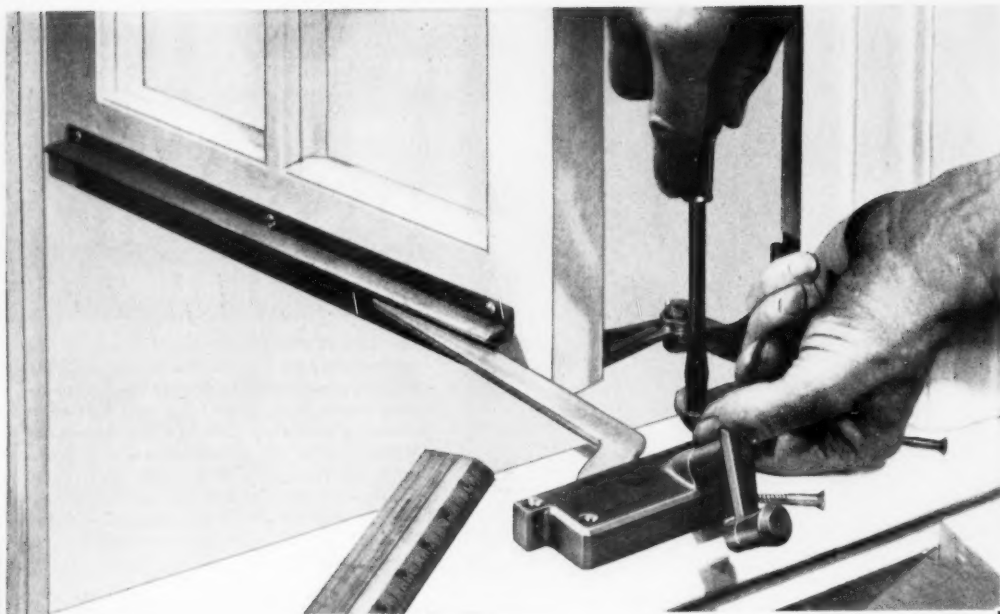
SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS

Name Title

Company

Street

City State



A RULE AND A SCREW DRIVER AND ANYONE CAN INSTALL A GETTY OPERATOR

Two measurements, six screws. That's all anyone needs to replace an obsolete wood casement operator or staybar with a new Getty operator.

There is a tremendous replacement market—right in your neighborhood—for Getty operators. One independent survey shows an average of two casement windows in every home.

You sell Getty operators proudly and profitably. *They are used on more casement windows in America*

than all other operators combined. And when you sell a dozen you make about \$10 profit.

A wide-open market! A leading product! A tidy profit! Customer satisfaction! What more could you ask for?

Write for our descriptive brochure C. It contains complete information on our three types of operators (internal gear, external gear, horizontal drive) and our specialty hardware for every type of wood and metal casement.



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No need to remove screens and disturb blinds when opening or closing windows!

H. S. GETTY & Co., Inc.

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Southern BUILDING SUPPLIES

FEBRUARY, 1952
Vol. 7 No. 2

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 16 SOUTHERN AND SOUTHWESTERN STATES

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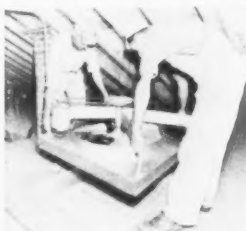
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Sweet Dreams for your customers



and extra profits for YOU

■ When you sell Hunter Attic Fans you make customers cool and happy. They'll tell you this



Simple Installation — This photo shows how simple it is to install the Hunter Package Attic Fan (automatic shutter model). Fan unit is placed over ceiling opening. Shutter unit fastens to frame around ceiling opening.

is a comfort feature they "couldn't do without."

You make extra profits because the Hunter Attic Fan is easy to sell, easy to install, and priced for homes in all price ranges. Every home builder, every home owner is a prospect. One attic fan installation sells several others.

This modern ventilating fan is a compact unit, complete with motor, suction box and ceiling shutter. It fits low attics and narrow hallways. Cools the entire house—not just one or two rooms.

National advertising, demonstration displays, literature, and newspaper mats help you make sales. Write us for complete information.

HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis 2, Tenn.



Hunter ATTIC FANS

FEBRUARY, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Big News!



DUOLUX A New **MASONITE** **HARDBOARD**

Smooth on both sides!

Yes, here's good news for you and your sales force!

You can pick up a lot of brand-new business with Standard Duolux and Tempered Duolux. Both come in $\frac{1}{8}$ " and $\frac{3}{16}$ " thicknesses. Wherever you find a need for a strong, tough board that's smooth on both sides, there's where to recommend one of these new members of the growing Masonite Hardboard family.

Just to give you an idea: partitions and curtain walls, kitchen cabinets, store displays and fixtures, door panels, flush doors, screens, two-faced signs, case goods—there's an almost endless list of uses for these rugged all-wood panels.

Ask your Masonite salesman or write to Masonite for details.

*few—serve more customers
better. Stock and sell all 23 types and
thicknesses of Masonite Hardboards.*



MASONITE[®] **CORPORATION**

BOX 777, CHICAGO 90, ILLINOIS

"Masonite" signifies that Masonite Corporation is the source of the product

BALANCE SHEET

At Conventions This Year — More Things to See and Do

AN INCREASE in the number and variety of material, equipment, and service exhibits at the dealer conventions this year belies Washington insistence and alarm over supply scarcities and the existence of a severe sellers' market.

The truth is that building material manufacturers, wholesalers, and retailers have better inventories of goods this year than they have had since 1942 except in the case of certain structural steel components, such as reinforcing steel, flashing pipe, metal lath, and the like.

A tour through the exhibit halls at the current conventions for building supply dealers reveals all the "old reliables" still on hand — and many newcomers. Many exhibits have new products that are not just substitutes but improved materials for certain uses.

At the 64th annual convention and exhibit of the Southwestern Lumbermen's Association in Kansas City last month, for example, manufacturers and wholesalers were on hand for the first time with exhibits of hand power tools, woodworking equipment, building stones, glass and mirrors, plastic products, office equipment and calculating machines, motor trucks, waterproofing materials, weatherproof products, and floor coverings.

The high cost of setting up appealing exhibits and manning them with capable salesmen has resulted in fewer substantial souvenirs or gifts being handed out by exhibitors. Good yardsticks, knives, mechanical pencils, wallets, and like advertising novelties are few and far between.

But the factory or home-office representatives are right there with a smile and a handshake — and a readiness to take orders or explain the use and competitive merits of their respective wares! Dealers and their personnel can learn much from them by stopping in to see the exhibits and talk. And, since the rentals and contributions from the exhibitors make such interesting and entertaining convention programs possible, the association members at least are obligated to these exhibitors for their cooperation.

Another marked trend in the convention setups this year is a stronger bid for the attendance of dealers' wives and feminine personnel. More special events are planned for the ladies

with entertainment and innovations that are a great improvement over the traditional sight-seeing tour and bridge party!

So, Mr. Dealer, if you want to help yourself and improve the knowledge and "sense of belonging" of your little lady and key personnel, make reservations now for your state or regional dealer convention. It will be a good investment all the way 'round!

More Sales Aids for Dealers

WHETHER a retail lumber dealer considers himself an integral part of the marketing establishment of the Stock Woodwork Industry, or whether he feels any inclination or obligation to assist in the maintenance of a continued healthy market for wood windows, it is just good business for him to tie in with the aggressive, progressive merchandising project being carried on by the Wood Window Program.

This is a cooperative program of the manufacturers comprising the Western Pine Association, Ponderosa Pine Woodwork, and the National Woodwork Manufacturers Association. Under the direction of D. G. Pilkington, the Wood Window Program has headquarters at 38 S. Dearborn Street, Chicago 3, Ill.

Because the lumber dealer has always been the established retail outlet for stock woodwork, he automatically became the focal point in the Wood Window Program. From this agency a dealer may obtain an up-to-date sales kit full of merchandising aids for moving window units profitably. These aids include booklets, folders, ad mats and copy, TV and radio scripts and transcriptions, movie trailers, and reprints of advertisements being published in shelter and women's magazines.

Certain of these items are grouped together in special "deals," which dealers may obtain at low cost. These deals, according to Pilkington, are designed to provide the retailer with (1) a yardstick for measuring the return on his investment in wood window promotion; (2) build his prospect list; (3) create new business; and (4) help him sell related materials.

"The dealer is not expected to do an altruistic, institutional job of promoting stock woodwork without some tangible return, such as more sales dollars in the till."

SEE THEM . . .

**ON THE JOB!
280 squares!**

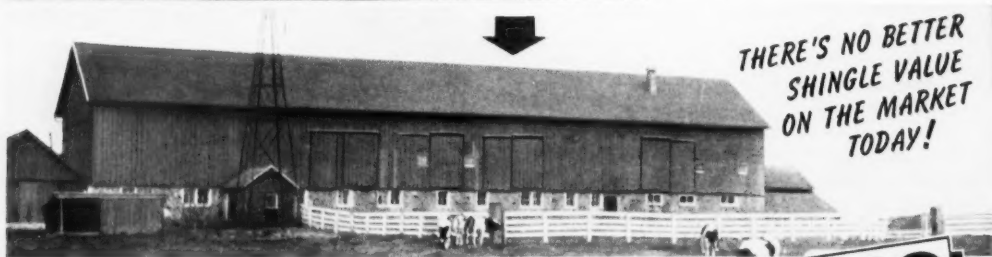
**OF HEAVY DUTY
INTERLOCKING
DOUBLE COVERAGE**

TEX-LOK
SHINGLES

SHOW THIS . . .

on-the-job evidence to your customers! Three big, mid-West dairy barns protected against wind, weather and fire — with TEX-LOK asphalt shingles.*

*Owners' names on request.



**THERE'S NO BETTER
SHINGLE VALUE
ON THE MARKET
TODAY!**



TEX-LOK shingles are available in the areas served from roofing plants located at Lockport, Illinois; Port Neches, Texas; and Port Wentworth, Georgia.

**◀ In the Northeast . . . it's
TEX-LATCH**

Tex Latch is similar to Tex-Lok except in method of locking tabs. Tex Latch shingles are available from the Edge Moor, Delaware roofing plant.



MEMBER OF THE
ASPHALT ROOFING INDUSTRY BUREAU

Finds it pays to sell only

DRY LUMBER



In his small lumber yard in Memphis, Tenn., E. G. Butler, Jr., at left, specializes in selling seasoned lumber bought directly from member mills of the Southern Pine Association. He keeps it dry and carefully labeled in sheds so it will command a fair market price. High-class patronage for seasoned lumber multiplies.

By RICHARD LANE

"WHY USE GREEN or high-moisture-content lumber in building a house when you can save money, time, and materials — and also hold future repair bills to a minimum — by using seasoned lumber?"

That blunt and unusual question by E. G. Butler, Jr., has put contractors and individual homebuilders to thinking in Memphis, Tennessee. It also has put many profitable customer accounts on the books of the Butler Lumber Company at 1457 Lamar Avenue.

Selling seasoned lumber in preference to high-moisture-content lumber became the creed of Butler when he opened the family lumber yard on January 1, 1948 — even in the post-war building boom when the home-hungry public was snatching at all grades of lumber. His philosophy — like seasoned lumber itself — has weathered the test of time. But it hasn't always been easy.

"Where price is the determining

factor in a sale, more costly dry lumber finds rough competition in the cheaper green lumber. But many Memphis builders who want lumber that will stand the test of time are staunch Butler customers.

The Butler Lumber Company was established in 1910 by Edgar G. Butler, Sr. He operated it until 1943, then closed it down to devote more time to other interests. The younger Butler, who was an airplane test pilot for a manufacturer during World War II, had been in business with his father before the war and after "growing up in the lumber yard."

He reopened the Butler yard at the start of '48. Many of his father's customers soon came back. Old ones continue to return, while each year also shows a good increase in new accounts. In addition to high-grade lumber, the company sells roofing materials, hardware, paint, and glass. It makes special millwork, particularly doors, win-

dows, frames for both, and sills of unusual size and style.

"I frankly admit there were times when I seriously considered tossing out the window my idea of selling only seasoned lumber," Ed Butler confesses. "It was hard getting started and bucking price competition. But I was confident that enough people would want quality enough to pay for it and enable a lumber retailer to operate at a fair profit on a small volume."

"By sticking to this idea of mine, it has rewarded me with a select clientele, a steadily increasing sales volume—and a clear conscience."

"The lumber market is still tough. It still is not easy to land a customer by selling only high-quality lumber. But when you do get the customer, you keep him. You have his confidence. He is yours."

Butler is a firm believer in news-
(See DRY LUMBER page 83)



MOVES MATERIALS

with Music



By Baron Creager

THE LATEST IDEAS in store modernization were employed by the Carey Lumber Company in the complete inside-and-out remodeling of its Oklahoma City store last fall at 16th Street just off Broadway.

Forethought made it possible, at modest cost, to add a smart cultural touch. Soothing music is played almost constantly, but modulated to the point where it creates no distraction.

This is not the usual and somewhat expensive "piped" music, as a customer may assume. It comes, instead, from an automatic 12-record player. Located in an upstairs office closet, it is reloaded as necessary by a music-loving woman employee.

Wiring for this unusual music service was installed during the remodeling, and speakers like those in the store's intercommunication system dispense the recorded music.

In business since 1881, the Carey Lumber Company combined the formal opening of their modern store with celebration of their 70th anniversary.

In the remodeling, the most emphasis was placed on incorporation of the materials for sale here in structural features of the store. With few minor exceptions, yard-

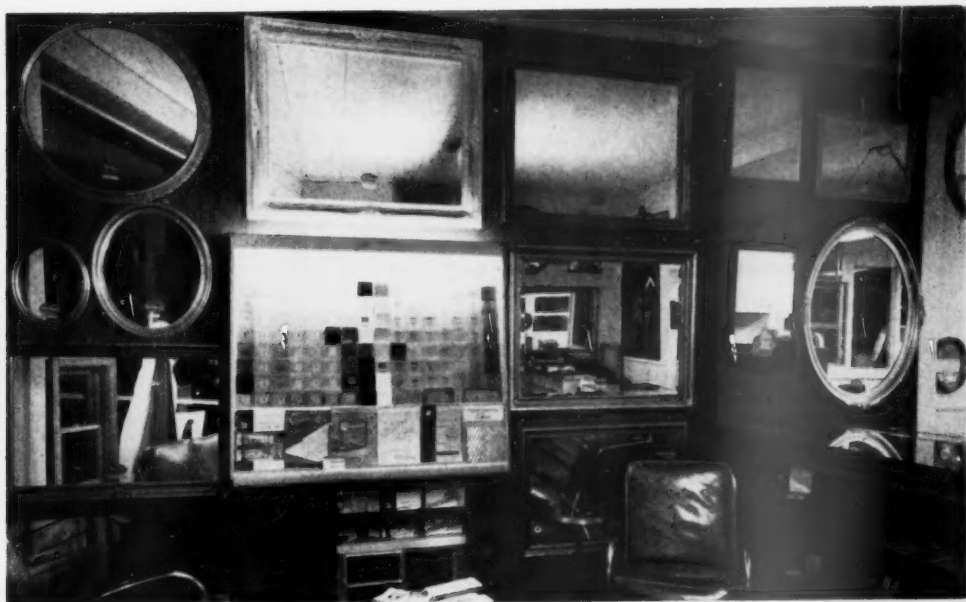
(See STORE MUSIC page 82)

Modern building materials, pastel colors, and fluorescent lighting are blended in the remodeled Carey store to invite cheerful and comfortable shopping. The sales counter is sided with labeled paneling materials. Recorded music comes from loudspeaker circled at top of column.



In the Oklahoma City showroom, Carey makes capital use of factory dispensing displays, as seen above. Water cooler, restrooms, conference room are conveniences appreciated by customers. Patrons must traverse modern paint department, below, en route to bookkeeping office. Behind stone well at right is clever upholstered lounge.





HOW TO MAKE MONEY with MIRRORS

New promotion ideas help dealers to sell
more Glass Goods profitably

USE OF MIRRORS and glass used in homes has increased nearly 100 per cent during the last 10 years!

In a day when the trend is toward smaller homes and when space is at a premium, mirrors play a more important part than ever in home decoration by making small rooms seem larger.

Smart building supply dealers are cashing in on this new popularity by stocking and displaying mirrors and glass in more prominent places.

In addition to keeping on hand samples of circular, rectangular, and square mirrors, many progressive dealers use photographs to show mirrors over the sofa; over the mantel; over twin dressers; on closet doors in the hall, bathroom, and bedroom; over the buffet; in the kitchen to simulate another window and reflect light.

Such pictures and other promotional materials are available through the Mirror Manufacturers Association, 435 North Michigan Avenue, Chicago 11, Ill. The as-

sociation also offers dealers clever materials to teach employees the correct handling and stocking of mirrors.

As a special promotion, the association suggests a modern "mirror clinic."

Invitations to such a clinic, to be held in the display room or similar suitable place, should be sent two weeks in advance. They should emphasize the good opportunities for questions about mirrors, and should invite guests to bring room diagrams for discussion.

Clever signs giving the date, time, place, and purpose of the clinic can be placed in store aisles and windows. But it is more important to get them in places where women are most apt to pass frequently. Sometimes beauty parlors and restaurants will cooperate.

For dealers who customarily use a small amount of radio time and newspaper space for advertising, special larger ads and more frequent spot announcements have proved profitable.

As a highlight for these clinics, the Mirror Manufacturers Association released a film, "It's Done With Mirrors." This 35-mm color sound-slide film was made under the personal direction of Marc T. Nielson, chairman of the board of the American Institute of Decorators, to insure authentic interior decorating treatment throughout the picture.

The 133 pictures in the film cover uses of all types of mirrors — wall (period, venetian, framed, and unframed); structural (over mantels, between windows and doors); furniture; accessory (plateaus for dining room tables, table tops, wastebaskets, dressing stands), and the new antique mirror.

(See MIRROR PROFITS page 81)

The photograph, above, shows part of an attractive mirror display at Binswanger and Company, Inc., Danville, Va. In front of the display are chairs, sofa, and coffee table covered with pick-up literature about mirrors. Here customers relax as they make their selections. Other glass and mirror samples are in the showcase at right.

"Do It Yourself" PROGRAM PAYS OFF

"Show customers how to do a job and they'll buy the materials from you," advises a smart dealer in Virginia. His volume increased 20% in 1951 due largely to home improvement sales.

By BEATRICE MILLER

THE HIGH COST and shortage of labor is causing many people to do their own repairs around the house and to build closets, bookcases, cornices, and other small items themselves, according to David W. Dinwoodie, assistant manager of John M. Eliff, building material dealer in Alexandria, Virginia.

When credit restrictions helped cut down on new-home building, this dealer decided that he could create a new market for materials by encouraging "do-it-yourself" sales. The over-all volume increased 20 per cent during 1951. Every department increased its sales, but builders tools increased 50 per cent!

"Many of these people have never built or repaired on any scale before," Dinwoodie asserted. "They need help in picking out suitable materials and guidance in planning the step-by-step procedure of the job. They will depend on you for almost everything but knocking the job together, and expect you to keep their costs down besides."

For the dealer who can build up a service and reputation to

meet these requirements, there awaits a greatly-expanded volume—with little overhead in promotion—as the word gets around from one satisfied customer to another.

Eliff advises his personnel to question the customer who asks outright for a bill of materials as to what he is going to use them for. Discover what they want to build or repair, he tells them. The average home-owner is unfamiliar with materials on the market and "green" as to their suitable uses. Since most are amateurs, an explanation of why one material is better adapted to his purpose frequently follows.

"We try to get as clear a picture of the problem the customer has in mind as is possible without going to his home," Dinwoodie continued.

A detailed description is obtained by thorough questioning. The customer is asked to furnish accurate dimensions. Frequently he is advised to return home and



check up on length of beams, extension of a window frame, condition of a sill, or other problem spots.

When such questions are settled, a sketch is drawn to scale by Dinwoodie and then materials are selected. Here the customer's budget is kept in mind as he is shown the materials he needs.

The Eliff firm has greatly increased its sales of insulating ceiling tile by suggesting it to many customers who knew little about it and who wouldn't have thought of using it in their homes. The ease in putting it up and the attractive finished results have

(See HOME REPAIRS page 80)

Materials are cut in any desired size without cost to the customer at the John M. Eliff supply yard. Here Assistant Manager David W. Dinwoodie cuts a piece of lumber as the customer looks on. In the top photo, a customer applies his own ceiling tile with instruction from Eliff personnel.



How to PAY SALESMEN

At the Management Clinic for building material dealers, attended by 70 persons recently at the University of Tennessee, the subject of sales training and compensation was covered by Lee Bartholomew, veteran vice-president in charge of sales for the Southern States Iron Roofing Company. The text of his talk on a workable training program appeared in S'B'S last month.

THE SIMPLEST of many methods of compensation is a straight salary.

Other firms keep a close tab on the amount of business done, and then pay a bonus on sales over the amount set up as a quota.

I know one firm that pays on the basis of gross profit. They pay a base salary that is set rather low and then they pay 10 per cent of the gross profit—the difference between the landed cost and the selling price. So, if the salesman is forced to take an order at a close figure, he gets paid less than if he can sell it at a higher gross profit. I like this method very much but it necessitates a pretty careful accounting system and, in the average lumber yard, I think it is rather difficult.

The compensation plan that I prefer is based upon a low salary and a commission on every dollar of sales.

Every invoice is keyed to the credit of the salesman. Then the sales are added up, and he is paid a commission monthly based on the volume of sales he made.

For example, you may pay a salary of \$225 a month and—say—2 per cent of all items of common lumber, 4 per cent on millwork, 6 per cent on metal cabinets. The exact percentage would be based on the profit of the item to the firm. A breakdown of the items on the sales tickets once a month could easily be made by the accountant, and the salesman could be paid on the 15th of the following month for all sales made the previous month.

You get better results from a salesman when he can get a real kick out of a big order in the form of money. Nothing inspires a man so much as success. And, while he may go along for several days without cracking a good job, suddenly one comes along and the boy is walking on air for the next week. This constant payment of money for a job done keeps him feeling that he does have the proper remuneration and that his

remuneration is governed solely by his own ability. It makes him desire to learn his profession better.

A word about his automobile. Either the company should own the automobile and give it to him for his use, or they should pay him mileage, or a flat fee plus mileage. In any case, he should be

able to operate his automobile without cost to himself. Management should make up its mind that the car, so far as they are concerned, belongs to the salesman and should allow him to use it regularly.

Years ago I worked for a firm that compelled me to bring my car back to the office each night and then take a street-car home. I don't mind telling you, I left that firm and went with a firm that gave me an automobile. I didn't get an increase in salary, but I did have an automobile to take home.

If you have a compensation plan such as I favor, write it out so there is no question about what salesmen will be paid for, and what they will not be paid for.

You can get into legal difficulties (See PAYING SALESMEN page 90)

Versatile Plywood Modernizes Home



CLEVER uses of hardwood for wall paneling and built-in cabinets made this small home into a modern, attractive dwelling. It was designed by W. H. Schumacher, an architect in Oklahoma City, Okla.

An illusion of greater space is obtained by combining the living room and dining area. The decorative cabinets at left double as a means of setting off the dining area and as a storage space for linens and similar items. Its design harmonizes with that of the modern furniture.

The hardwood veneer walls have two advantages—they are easily cleaned with a damp sponge or cloth, and maintenance is simple.

Another idea being used by architects—both for remodeling

projects and in new homes—is a storage wall. Filled with closet and cabinet space, these storage walls make the fullest use of space. Plywood is frequently used for such construction, because of its light weight, strength, resistance to cracking, splitting, or warping, and its economy in application.

Installation of plywood flush doors throughout a house is a modernization idea for dealers to suggest to home-owners.

The great variety of plywood veneers offers opportunities for built-in pieces of furniture of great beauty and convenience. Many new homes now feature built-in chests of drawers between two closets in bedrooms; built-in bunks and lounges in children's rooms and rumpus rooms; built-in desks for kitchens and dens.

SPEEDIER DELIVERY — MORE SALES

Customers order building supplies from any of Renuart's four stores in greater Miami. Within two hours they are delivered from the store closest to the job site.

WITH FOUR building supply stores strategically located to serve the greater Miami area, the Renuart Lumber Yards, Inc., have profitably earned a reputation for rapid and efficient delivery service.

All four stores are well stocked and integrated through direct telephone connections and a fleet of modern delivery trucks and cars.

Since this family-run firm was started in Coral Gables, Florida, in 1923, the Renuarts have located their supply yards in the light of what might occur soon in real-estate development. The chain now includes the headquarters plant and new hardware store in Coral Gables, the Miami Shores branch, and new stores established at Perrine and on Biscayne Boulevard in 1950.

In addition to the complete stock of materials carried by Renuart stores, a feature that has added greatly to the line's popularity is its fast delivery service. By having yards located at different points in greater Miami, the firm can send materials to almost any site within two hours from the closest yard.

Even before World War II, the company had gone so far as to make the "two-hour" claim on letterheads and in advertising. This service is of special value to contractors since it eliminates the need for leaving many materials unprotected on the building

site, subject to theft or damage by bad weather.

A busy contractor may go into one store, order his materials, and have them sent out from a Renuart branch store nearer his site for faster delivery. Credit for such orders is given to the store where the contractor normally does his buying.

"We maintain a direct telephone line from each of the stores to the central warehouses," Lucien Renuart commented. "We are careful never to write up a purchase unless we are absolutely certain it can be delivered."

"If the call is for a certain kind of lumber, for example, we have a two-way inter-communication system between the lumber yard and the office, so that the inventory clerk may merely press a button,

check to see whether the lumber is in stock, and relay the information on the direct-wire telephone to the manager who telephoned. This faster, surer service has won us many steady contractor customers."

The Renuarts opened their second lumber yard in Coconut Grove, southeast of Miami, in 1924 — a year after the first one was started. The store at northeastern Miami Shores was added in 1925. Nine years later — in 1934 — branches were launched at Miami Beach and the Little River section.

With these five yards and stores, Renuart Lumber Yards, Inc., served the greater Miami area until World War II. With construction halted, the yard at Miami Beach was taken over by Uncle Sam for use as an army supply depot. The other stores were continued until 1950.

Then the Little River branch was discontinued and the building leased, because that district had become built up and somewhat overcrowded, with parking facilities at a premium.

(See FAST DELIVERY! page 79)



These pictures of the new store addition to Renuart's headquarters yard in Coral Gables, Fla., show the neat displays of hardware and paint. The seven Renuart brothers who operate the family firm have closed some yards and opened others to meet the need for building materials in various locations enjoying real-estate development.



To demonstrate ranges, the salesmen for Morris Brothers in Geneva, Ala., frequently send out an SOS to the bookkeeper, Mrs. Clark Jones. In foreground at left she gives the prospect some selling points from a woman's viewpoint. Below, Salesman Dan Cook changes a farm wife's skepticism to enthusiasm as he demonstrates a dishwasher.

MAKING a "call-back" visit after the installation of every major appliance—not once, but three times—leads to many additional sales for the Morris Brothers Lumber Company in Geneva, Alabama.

The Morris Brothers firm carries a complete line of home appliances in a separate showroom, to the right of the building supply store. An operating model of each major appliance is ready for demonstration. Proprietor Terrell Morris has found such demonstrations extremely valuable in attracting the attention of farm wives visiting with their husbands.

These call-backs have three advantages, according to Morris. "First, they impress the customer with our interest in their satisfaction and the perfect service of the product they have bought.

"Then, each time a representative of our firm is in the customer's home, he notes any other item that might soon need replacing, such as the refrigerator, or an old-fashioned washing machine.

"And most important, each time we visit a home to make a check or demonstration, we ask the customer to invite her neighbors in for the 'show'—and in this way we make many new friends and customers."

Atop each refrigerator, range washing machine, and other major appliance in the showroom is a card which gives the price on a monthly payment basis. Morris has found this vitally important in selling farmers. "Farmers are the greatest users of time payments in the nation today," he pointed out. "Since their own income is highly seasonal, with large gaps in between crop sales and government subsidy payments, we've found it

CALL-BACK VISITS

*offer three advantages in
selling major appliances*

more practical to play up the credit terms and price than to focus attention on the complete price of the appliance.

An equally important factor in selling home appliances to farmers is the ability to set up "flexible" time-payment plans. These call for small payments over the non-income months of the farm customer, and large payments when the peanut or cotton crop is sold.

Once a prospect displays interest, but states that he hasn't the funds available at the moment for

the purchase, a review of his potential income and buying habits will usually result in a workable purchase plan.

"In this way we can allow many farmers to enjoy the benefits of modern electrical living without having to make large equal payments in low-income months," Morris continued.

The Morris Brothers Lumber Company keeps up closely with extensions of REA power lines in the Geneva-Hartford-Opp area (See CALL-BACKS page 80)



GROUP INSURANCE

The plan offered by the Kentucky Retail Lumber Dealers Association is building employee good-will and stability in two yards of this dealer

THREE YEARS AGO the Boone-Kenton Lumber Company in Erlanger, Kentucky, and the R. C. McNay Lumber Company in Crittenden, Kentucky, introduced a group-insurance plan for the employees. Like many other dealers, these two firms were able to offer these benefits because the plan had been arranged with an insurance company by the Kentucky Retail Lumber Dealers Association.

After the plan had been in force long enough for a fair trial, R. C. McNay, president of the two companies, reports that it has done wonders to create good-will between employee and management. "It is worth every cent we've put into it and more — for several reasons!" McNay declared enthusiastically.

First of all, it has convinced Boone-Kenton and McNay employees that the company has a genuine, sincere interest in their welfare and future. The certificates issued for all 13 Erlanger employees cost the company \$43 a month for the entire group. The company pays the whole premium for a life insurance policy that protects each employee to the extent of \$1,500. The company also pays the premium for hospital benefits for non-occupational sickness or accidental bodily injury, surgical reimbursement benefits, and additional incidental hospital costs.

Claims are paid to the insured through the employer — which helps emphasize the company's part in the program.

Immediately after this insurance plan was put into operation, McNay noted a more friendly, more cooperative attitude on the part of his personnel.

The first case to require hospitalization was an employee with a spinal infection. He received \$280 for hospital expenses and surgical costs. Another employee was stricken soon after that with a liver ailment. He was reimbursed to the extent of \$79.50. These first two payments made the entire personnel realize that the new insurance was a desired possession.

"This undoubtedly has helped hold some employees that might otherwise tend to be more transient," McNay commented. "And cutting down on employee turnover over a period of three years has really saved us money in the time spent training new people."

This apparent interest of management in employee welfare definitely resulted in greater interest in the job, according to McNay. "They didn't seem to work harder, but their spirit of cooperation was so obviously improved. There was even a marked decline in the number of complaints registered by customers."

"A majority of such complaints

were directly traceable to the carelessness of the yard men in filling orders with improper or mixed grades of lumber," McNay continued. "Taking greater care in their work, the yard men cut down on these errors."

This increased customer satisfaction is doubly important to the Boone-Kenton Lumber Company. This yard's business was built on continued patronage of customers of two generations. In many instances, the father became a customer, and now the son follows the father's lead. To retain the good-will of such family-minded customers requires tact and company loyalty on the part of all employees.

Any Kentucky dealer subscribing to the dealer association's group insurance plan can offer these benefits to employees after three months of active employment. This waiting period not only gives the employee the chance to decide whether he wants to stay on the job, but also gives the employer time to determine whether the person is suited to the position. The employer does not waste his money on a short-term employment.

The plan covers only employees working at least 32 hours a week. Hospitalization includes maternity benefits for employees. Payments for time spent in a hospital are made up to 31 consecutive days. Reimbursement is made for additional charges, up to 10 times the daily benefit, except for doctor's and nurses' fees.

Should an employee leave the employment of the dealer, he has 31 days in which to take up a new policy on his own, without medical examination. Premiums depend on his age at the time of conversion. The minimum amount of life insurance protection he can take is \$500.

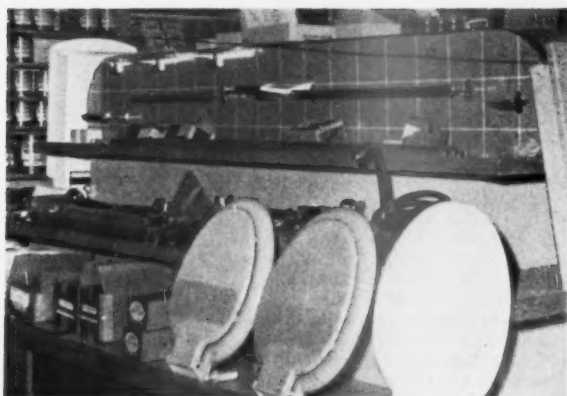
After three years of successful (See GROUP INSURANCE page 90)



Guy Steers, left, receives a check from President R. C. McNay, of the Boone-Kenton Lumber Company, Erlanger, Ky., to reimburse him for expenses incurred while he was hospitalized. Payments are made through the company, which emphasizes the part the employer pays in offering this insurance program that is obtained through the Kentucky Retail Lumber Dealers Association.

BECKON BUYERS!

Customers like to shop in these stores, where displays make it easy to find all needed items



These neat displays in the Carroll Building and Appliance Company's store in Nashville, Ark., would do credit to a firm of any size. They were planned by Proprietor Robert Carroll with floor-traffic sales in mind. His staff keeps them dusted and in good order.

YEARS of business experience taught Robert Carroll, owner of the Carroll Building and Appliance Company in Murfreesboro, Arkansas, the value of drop-in customers. "The more people who come in for small items regularly, the more people are apt to come back to you when they need materials for some large project," he reasoned.

So, when he opened a second yard in Nashville, Arkansas, to team up with the headquarters store, he designed all store displays especially to attract floor traffic.

Both Nashville and Murfreesboro stores are located in the heart of newly-developed resort region, a factor Carroll considered in planning their layout.

During his years of merchandising building materials, Carroll also found that paints are an ace drawing card for floor traffic. Paints are the item shown in his new store.

A color bar — placed close to

the front display window, with shelves and signs on both sides — is a window display in itself. Offering 1,322 colors, the color bar attracts the housewife who likes wide variety to choose from. The name of every woman who buys paint is kept in a permanent file and used on occasional mailing lists.

Most of the color-bar patrons buy paint in small quantities, although Carroll has a number of regular contractor customers. An electric paint shaker is used to provide additional service.

The entire half of the rear wall of the showroom is filled with adjustable paint shelves. Each section holds 100 gallons of paint. There is a large island display of paint and accessories. Spot displays of paint are seen throughout the store.

"We believe that paints and good paint service attract and hold customers," commented Jack Johnson,

manager of the Nashville store. "A customer coming in for a small paint purchase gives up big orders later."

In both stores, the walls are covered with display panels of well-advertised wallboards. Many customers decide what wall finish he wants by looking at the walls of the store.

Repair for plumbing and home wiring systems also attract drop-in trade.

The plumbing repair bar is especially attractive. One side, finished with wall tile, shows repair parts and fixtures bought most frequently by housewives — toilet seats, faucet sets, towel bars, and small accessories. The other side of the bar is filled with tank balls, washers, and other small repair parts.

The electrical supply display fixture is topped with rolls of electric wire.

The over-all effect of the island and wall displays is a neat, well-stocked store. The year-round residents and tourists have shown their appreciation with increased patronage.

"Fixtures for an attractive building supply store don't cost much," Manager Johnson asserted. "The fixtures in this store cost \$2,500. They began paying for themselves during the first hour the store was open."

Concrete Slab Sandwich Saves Time, Insulation

A new concrete "sandwich"—with a core of Fiberglas—is being used to hasten construction time and lower insulation costs in residential, commercial, and industrial construction.

Ford, Bacon and Davis, New York architects, designed the insulated panels. They are being built by the Marietta Concrete Corporation in Marietta, Ohio.

The panels are made five inches thick in slabs from 8x8 feet up to 8x30 feet. Edges are tongue-and-grooved for interlocking joints.

They are made by first pouring a layer of concrete into a steel form lined on the bottom with tightly-stretched muslin. A reinforcing wire mesh is laid over this muslin. The complete form is vibrated for two minutes.

Pre-formed Fiberglas insulation is then placed on this layer of concrete. Lifting hooks and expanded metal shear-ties are worked into place.

The second layer of concrete is then poured and vibrated for two minutes. A steel screen is used to "strike off" the concrete even with the top of the form. The surface is smoothed with a large wooden float.

When the concrete begins to harden, the surface is broomed in straight, vertical lines. Wet burlap and waterproof paper wrapped around the "sandwich" keeps it moist and it is placed in steam-curing chamber for 48 hours. Ten days later it can be used in construction.

Such slabs are suitable for either curtain walls or load-bearing walls.

In appearance, they resemble Indiana limestone. The outer wall can be painted with regular cement paint. For interior walls, engineers suggest a rubber-base paint to act as a vapor barrier.

Perimeter-Loop Heat Tested

The satisfactory performance of a warm-air, radial-feeder, perimeter-loop heating system in a single-story, basementless research home was reported at the 58th annual meeting of the American Society of Heating and Ventilating Engineers in St. Louis, January 30.

Cold floors were practically eliminated, and room-air tempera-

JOB LIST SPEEDS BUILDERS' CHARGE ORDERS



A boon to the dispatch of charge orders at the Shiver Lumber Company in Americus, Georgia, is a penned Approved Job List that is kept handy at the sales desk near the telephone. When a builder or one of his mechanics or office helpers calls in or comes by with a bill of goods for a certain construction job, the Shiver salesman can quickly check, as shown above, to see if that particular job is approved for credit and deliveries. Manager J. Willis Shiver points out that it is imperative that the credit manager or other management official check this list frequently and make additions and eliminations. And, of course, all sales tickets should indicate the address and job for which deliveries are made.

ture differentials were small, the research results showed.

There was no evidence of lag or overrun of room-air temperatures during periods of rapidly-changing outdoor temperatures.

NBS Compares Insulation of Solid, Cavity Walls

The Building Technology Division of the National Bureau of Standards recently completed a number of heat-transfer investigations on cavity-wall construction. The project was to determine the insulating value of the cavity wall as compared to that of a solid wall, and to ascertain to what degree the ventilation of the wall with outdoor air might affect insulation.

Tests were made on three walls 8 feet high and 5 feet wide.

Specimen A was an 8 $\frac{1}{2}$ -inch solid wall of 8.1 by 3.6 by 2.3-inch clay bricks, laid in common American bond.

Specimen B, of the same brick, had a 2.1-inch air space, sealed at top and sides. The front and back wall sections were connected by Z-shaped steel wall ties about 22 inches apart every sixth course. On

the outside wall, three bricks were omitted at intervals near the top and three near the bottom, providing air circulation in various amounts for tests B1, B2, and B3.

Specimen C was a 9 $\frac{3}{4}$ -inch-thick cavity wall with brick facing and structural clay tile backing. Through the 2 $\frac{1}{4}$ -inch cavity, steel ties were spaced 24 inches apart at every sixth course. As in wall B, sides and top were sealed and small openings left at top and bottom for tests C1, C2, and C3.

Heat loss coefficient for specimen A, solid-brick wall, was .44. Heat loss coefficients in test B1, brick cavity wall, and in C1, brick-tile cavity wall, were .31 and .27 respectively, illustrating the value of the insulating air space.

In tests B1 and C1, the small openings were closed. These openings for permitting air circulation in the cavity were opened progressively for tests B2, B3, B4, C2, and C3. Heat-loss coefficients were directly proportional to the amount of air circulation, although not enough to make much difference.

When openings were mostly plugged, in test B2, heat-loss coefficient was .33; completely open for more circulation, in test B4, heat-loss coefficient was .45.

WASHINGTON NEWS ☆ ☆

FEDERAL GOVERNMENT is big business — bigger now than any single industry in the nation. Only two facts about the Economic Report of the President to Congress on January 16 give strong evidence of this statement.

First, Truman's budget message asked for \$85,444,000,000 — a peacetime record—almost as much as Federal spending in the two peak World War II years of 1944 and '45.

Second, the message contained 1,222 pages—more than the average Sears-Roebuck catalog—and it sells for \$5.00 a copy!

The President asks for spending some \$12 to \$15 billions more than the anticipated Federal income from all tax sources, so it will result in deficit financing.

WHAT CONGRESSMAN is going to wade through those 1,222 pages to decide where to cut and where to add? A few will strike out at certain "alarming" fund proposals. But before this election year is over, the sum total will likely be even greater Federal budgeting due to "urgently needed local projects," etc.

SPEAKING OF SPENDING. a recent survey shows that contracts for new defense facilities and expenditures are going fastest to the already crowded industrial states in the North and West, instead of the more sparsely developed Southern and Southwestern states. Of the total defense business "let," New York was assigned 17.2%; California, 14.1%; Michigan, 8.2%. States in this region trailed, with Texas getting 3.0%; Maryland, 2.2%; Missouri, 1.7%.

THE COURSE of housing legislation for 1952 was destined to be fashioned at a housing forum held here February 6-8. The meeting was slated by the Senate Banking Committee so that Federal agency officials and private industry leaders could present their views on the basic question, and could be cross-questioned about the nature of housing legislation needed.

Two bills already in the committee hopper come from Southern senators. Alabama's Sparkman wants another \$150 million added to the revolving fund for direct GI housing loans at 4 per cent. South Carolina's Maybank would

authorize the use of up to 20 per cent of the National Service Life Insurance Reserve fund for direct GI housing loans.

THE SQUABBLE over how many housing units can — and should — be started this defense year seems to have simmered down with the hope that the number will be "at least 800,000." This amount was recommended by the President's Council of Economic Advisors, and the President stated in his budget message that "housing will have to be reduced to 850,000 units or less."

The probable types of housing starts have been figured by H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, to come out about like this: 200,000 units for Wherry Act and defense housing in critical areas; 100,000 units for private multi-family structures and public housing structures; 50,000 units reserved to take care of hardship cases; 300,000 units for individual home-owners wishing to build and small builders of 2 to 4 units, and 200,000 units for operative and large-scale builders."

Construction-wise, Northup points out, the big beating is going to be taken by commercial projects in the second quarter.

CONCERN over the effects of a holdback in housing construction this year due to material shortages and Administration policies has drawn some strong comments from certain industry spokesmen.

NRLDA's Northup said: "Any allotments of critical materials turned back by defense agencies should be re-allocated fairly and equitably among all producers of essential civilian goods, including housing and construction. The construction industry has been squeezed to the limit under the Controlled Materials Plan and urgently needs its share of any additional supplies which become available for civilian use."

Said A. Naughton Lane, president of the Producers Council: "It is imperative that everyone concerned with building should collaborate closely for the purpose of demonstrating to officials in Washington that construction has been the object of unjustified discrimination.

"There is grave danger that private building activity will be put on a starvation diet which will lead to widespread unemployment unless the entire construction industry organizes to show the serious consequences of the continued cut-backs in materials allocations."

Form Protects from Self-Incrimination

Joseph Rowell, counselor to the Building Material Merchants of Georgia, has prepared a form suitable for use by retail building supply dealers being examined by government investigators. Unless the examiner is willing to sign such a statement, the dealer is not required to permit him to examine any record or give him any information, Rowell recommends.

This form helps the dealer to protect himself against self-incrimination and to claim immunity provisions of the Compulsory Testimony Act.

A statement similar to this is suitable for any state:

"ACKNOWLEDGEMENT OF
CLAIM OF IMMUNITY
"STATE OF GEORGIA)SS
COUNTY OF _____)

"Demand having been made by the undersigned upon John Doe, doing business as Doe Builders Supply Company, for the privilege of making examination of certain records, to-wit:

(describe records)

and the said John Doe, doing business as Doe Builders Supply Company, having claimed the Constitutional privilege against self-incrimination and having claimed the immunity provisions of the Compulsory Testimony Act of February 11, 1893, U.S.C.A., 1934 Ed. Title 49, Section 46, the undersigned hereby acknowledges that such claims were made by the said John Doe, doing business as the Doe Builders Supply Company, and that the books and other records were produced and submitted to him only after the aforesaid claim of immunity had been made. "Signed at _____city_____, this _____ day of _____, 195____.

Signature _____
Title _____"

FEDERAL CONTROLS

that may affect Your Business

CONSTRUCTION LIMITATIONS. A new NPA regulation that embodies in a single order all provisions currently contained in three separate regulations will be issued any day now. Called **CMP Regulation 6, Revised**, it is to be released following consideration of the Construction Industry Advisory Committee's reaction to it at a meeting set for February 11 in Washington.

The new regulation will replace NPA Order M-4A, the basic construction regulation; **CMP Regulation 6**, which set the rules for builders to obtain critical materials, and **Direction 1 to CMP Reg. 6**, which established the procedure for obtaining small quantities of materials used in construction projects.

As drafted, **CMP Regulation 6, Revised**, lists controlled construction materials; limits industrial construction projects to \$100,000 worth of equipment and materials obtained through self-authorization; limits all other small construction projects to \$15,000 worth of equipment and materials on self-authorization.

The housing end of Federal construction controls is to be covered in a separate, special order to be prepared by the Housing and Home Finance Agency.

DELAYED DELIVERIES. NPA has announced, in an interpretation of **CMP Regulation 1**, that users of controlled materials may charge deliveries of steel, copper, and aluminum to their allotment for the quarter during which delivery was originally scheduled, instead of a later quarter in which there is actual receipt.

SECOND QUARTER ALLOTMENTS. The Building Materials Division of NPA has been allotted 849,263 tons of steel, 51,156,000 pounds of copper and copper base alloys, and 46,494,000 pounds of aluminum. The Housing and Home Finance Agency has been allotted 78,600 tons of steel, 3,011,000 pounds of copper and copper base alloys, 48,000 pounds aluminum.

NEW PRIORITY RATINGS. Last month the Defense Production Administration added new allot-

ment numbers and symbols to its control list. Now for the repair and utilities programs for posts, camps, and stations, the Department of Defense has a new **C-7** symbol. The department's Navy controlled material warehouse program now uses a **C-8** priority symbol.

For use by retailers in obtaining inventory replacements in the distribution of controlled materials, the symbol **W-5** has been added to the DPA list of **CMP** allotment and **DO** rating symbols. This is governed by **NPA Order M-89**.

PRICE CONTROLS. **Supplementary Regulation 87 to the General Ceiling Price Regulation** was made effective January 22 to provide an optional dollars-and-cents method of setting ceiling prices for resellers of lumber, plywood, millwork, and other allied wood products. Now a dealer or wholesaler in such materials may use any one of these three methods of establishing ceiling prices:

1. Continue to use ceiling prices set under the **GCPR**. This is the highest price at which these products were delivered between December 19, 1950, and January 25, 1951.

2. Continue to use ceiling prices established under **Supplementary Regulation 29** that took effect May 28, 1951. This order permitted one recalculation of ceiling prices on these products to relieve prices that may have been frozen at levels which did not reflect replacement costs. The base was the same as in (1).

3. Begin using the new **Supplementary Regulation 87**.

Under this new order, a dealer calculates a ceiling price for each wood item by multiplying the current cost of the item by the base period percentage mark-up, and then adding to it the current cost. The latter can be the exact net invoice or acquisition cost, or the average net invoice or acquisition cost, depending upon the method of pricing during the selected base period. Ceiling prices may be rounded out as customary during base period.

Either of these base periods may be chosen for exclusive use with **SR-87**: the **GCPR** base period of

12/19/50-1/25/51-5/1/50-6/30/50.

A dealer who elects to use this pricing method must recalculate his ceilings to reflect **any decrease**, as well as **increase**, in current costs—and change his prices accordingly. Prices for items not carried in stock must be recalculated as frequently as they were during the base period.

WESTERN PLYWOOD PRICES.

Ceiling Price Regulation 122, effective February 4, establishes specific dollars-and-cents ceiling prices for direct-mill sales of most grades and sizes of plywood produced of Western softwoods.

The set prices are approximately equal, according to the Office of Price Stabilization, to the level prevailing from January 25 to February 24, 1951. An addition of 10 per cent over the set carload prices is permitted for less-than-carload sales direct from mill.

SALARY ADJUSTMENTS.

General Salary Stabilization Regulation 1, which was revised in December, became effective February 1. . . . Health and welfare plans for salaried employees may be put into effect without SSB approval if WSB criteria are met, a new SSB resolution states. . . . Salary stabilization questions may now be taken to any of the 80 Wage-Hour offices throughout the nation, or to one of the new 14 OSS field offices that will be opened soon. They will include OSS offices in Atlanta, Richmond, Dallas, Cleveland, and Philadelphia.

The Wage Stabilization Board has revised **WSB Form 100**, which is used as a petition for approval of changes in wage scales that require WSB sanction. A new form, **WSB Form 501**, is expected to be ready soon for filing petitions covering health and welfare plans for employees working for wages.

VETERAN'S MORTGAGES.

The Federal Reserve Board last month issued amendment 9 to Regulation X of real-estate credit. The change clarifies the position of veterans and others financing homes in cases where secondary mortgages are combined with loans made, insured, or guaranteed by a Federal agency or department.

The amendment requires that the total amount of primary and secondary loans do not exceed the maximum loan which legally could have been made under the law, and that the Federal agency or department approves the making of the secondary loan.

SUPPLY & DEMAND

PRODUCERS of mobile and demountable types of housing last month were invited by the Housing and Home Finance Agency to submit designs and data for family-type housing units suited to serving needs in non-permanent defense areas.

With two or three bedrooms, the housing designs must use a minimum of critical materials and be adaptable to speedy erection with limited manpower at erection site. The houses may use any system of prefabrication—in the factory or on site—if time and labor is thereby saved. The producer must be able to assemble and erect the units on a developed site to be designated later under the Defense Housing and Community Facilities Act of 1950.

Inquiries regarding the program should be addressed to Ralph Kaul, special assistant, Office of Raymond M. Foley, Housing and Home Finance Agency, Washington 25, D. C. Competitive bids for the portable homes will be taken by the field offices of the Public Housing Administration.

EVEN WITH the scarcity of mortgage funds, tighter loan controls, and building limitations, 1951 was the second best housing year on record in these United States. The number of new permanent non-farm dwelling units started last year reached 1,090,000 — 22

per cent less than the all-time 1950 record. New units started in December were estimated at 62,000—lowest monthly level in almost three years.

THE LETDOWN in new home construction during December and into January resulted in a slight lowering of the building material cost index. The BLS wholesale price index for building materials was 224.0 in December, compared with 224.5 in November, and 221.4 in December '50. Softening of lumber, paint, and "other" material prices caused the drop.

A price oddity is reported from Louisville, Ky., where General Electric announced a price reduction of about 8 per cent on all kitchen cabinets supplied by the firm east of the Rockies!

While the weather is breaking into Spring and Congress is arbitrating Federal agency and private industry differences as to the type and amount of construction, price trends during the next few weeks will be unpredictable. But it now appears that dealers will be less interested in recalculating their prices under the new **SR-87-GCPR** (see opposite page) than they thought they might be a few weeks ago.

Retail yard sales of lumber during November were 1.4% greater than for November '50, the NRLDA survey showed, but 12.9% less than for October '51.

Stock-wise, dealers reported their November 30 stocks 0.5% under October, 2.0% under November '50, and 18.4% under December '40!

THE SOUTHERN PINE trade barometer for the week ending January 26 showed that orders were 9.38% above production for the week, while shipments were 5.37% below output. Production was 2.62% below the three-year average.

The 1950 "cease and desist" order against the Douglas Fir Plywood Association by the Federal Trade Commission has been set aside by the 9th Circuit Court of Appeals in San Francisco. DFPA's managing director explained that "the sole aim of the association is the creation of demand through quality maintenance and trade promotion for the products of the plywood industry."

New Carolina Office

The Formica Company has improved its facilities for merchandising laminated plastics in North and South Carolina by adding a direct factory sales representative in Charlotte, N. C.

The new Carolina office, at 212 North Independence Boulevard, is headed by Stanley Cartier. Previously he was in charge of Formica industrial sales in this area.

More Critical Housing Areas for South

A DOZEN more military and defense centers in the South and Southwest last month were marked as "Critical Defense Housing Areas" or granted additional housing allotments under easier finance and authorization controls.

In Texas, **Brady** had 40 rental and 10 sales units programmed.

In Louisiana, **Camp Polk** was assigned 280 PHA trailers in addition to the 190 PHA portable family dwellings and 250 permanent housing units. The **Lake Charles** area was granted 250 PHA trailers that were re-assigned from the Salina, Kan., area.

In South Carolina, **Sumter** was declared CDHA and assigned 50 rental units.

In Georgia, **Warner Robins** was marked CDHA. **Moultrie**, already so

designated, had 50 rental units, programmed.

In Kansas, **Topeka** had another 300 rental units program. These are in addition to 500 original rental units, 250 sales units, and 250 PHA trailers.

In Virginia, **Dahlgren** is CDHA with 75 rental units; **Newport News**, 400 PHA trailers and 225 PHA portable family dwellings; **Norfolk-Portsmouth**, 225 PHA trailers.

In Oklahoma, **Ardmore's** CDHA has been assigned 250 rental and 50 sales units.

Among the Critical Defense Housing Areas that have had Federal rent controls imposed recently are **Big Springs**, Texas, and three Florida points: **Green Cove Springs**, **Pensacola**, and **Sanford**.

Long-Bell Opens New Plywood Plant in Oregon

Shipment of the first plywood produced at a new plant, the Gardiner Lumber Company, was made in late December. This new Gardiner, Ore., firm is a subsidiary of the Long-Bell Lumber Company.

Principal products being made are Douglas fir interior and exterior plywoods. The plant's monthly capacity is 4½ million square feet of ¾-inch basis. Logs for the plywood come from timberlands owned by the company and managed on a perpetual-yield basis.

Long-Bell first started its plywood production in 1912 at Weed, Calif.

NEWS of the INDUSTRY

At Least 800,000 Housing Starts in '52 Forecast; New Home Features Listed

NEARLY 900,000 new homes will be built during 1952, despite Federal credit curbs and material shortages, James C. Downs predicted to members of the National Association of Home Builders in Chicago. From January 20 to 24, approximately 17,000 persons attended the eighth annual NAHB combination convention and exposition of building materials and services.

Downs, who is president of the Real Estate Research Corporation in Chicago, also maintained that the demand for houses is increasing faster than they are being built.

Not sharing Downs' opinion was Federal Housing Administrator Raymond M. Foley, who described 800,000 units as a possible "attainable ceiling." He explained that this number could be built "if conservation of critical materials is practiced to a higher degree for housing units than heretofore."

Federal and industry spokesmen also differed on the supply of building materials. Manly Fleischmann, defense production administrator, described 1952 as "a year in which privations and shortages will be very acute." He assured builders, however, that the permit system for building will be avoided, provided help is given by the industry in using substitute materials. The limitations are on materials—not the number of houses, he explained.

Rodney M. Lockwood, past NAHB president, expressed the belief in a panel discussion that building material shortages will not be important enough to affect the number of units built, but that credit restrictions and a general shortage of mortgage money will have a marked effect.

Several panel members asserted that there will be no shortage of plumbing materials, with a few exceptions.

Alan E. Brockbank, a Salt Lake City, Utah, builder who has been an elected official for the past six years, moved from second to first place to head the association in 1952. Succeeding him as first vice-

president is Emanuel M. Spiegel, New Brunswick, N. J., builder of Rutgers Village. Joseph Haverstick, Dayton, Ohio, is second vice-president.

R. G. (Dick) Hughes, Pampa, Tex., switched from the office of secretary to treasurer. New treasurer is Paul Burkhard, mayor of Glendale, Calif.

Despite the talk of shortages and construction curtailment, Alan E. Brockbank, new NAHB president, asserted that "homebuilders in 1952 will be putting up Cadillac-styled homes on Chevrolet chassis and selling at Ford prices."

He listed 10 features that are being added to homes in low- and medium-price brackets to increase their selling value. Among these was a floor plan that provided for later expansion through a closet, which becomes a hall when the addition is made. Non-load-bearing walls that permit movable partitions, floor-to-ceiling storage wall units, and even floor-to-ceiling bookcases that swing out on hinges were included.

Results of a survey of readers of *LIVING for Young Homemakers*, most of whom are young couples, were revealed for the first time by Editor Edith Evans. She listed five "must" items that young homemakers want: (1) well-planned living space; (2) elimination of "features and frills"; (3) space and quality preferred over equipment; (4) clean-cut, straight-forward contemporary designing, and (5) prices that can be afforded.

Of the families owning their own homes now, the survey showed that 62 per cent hope to sell them. Many in the market for a home were "unfavorably impressed" with development houses. Fifty-one per cent want three bedrooms, and 41 per cent insist on separate dining rooms.

Retiring President W. P. (Bill) Atkinson, of Oklahoma City, told conventioners that "it is possible even now to indicate some of the features which the house of 1962 may have."

Among the features he mentioned were systems for cooling as

well as heating homes; heating with atomic power; increased soundproofing devices; more built-in furniture and fewer movable furnishing units; decentralization of plumbing units; movable walls.

A four-point "program of action" was promised by the industry. The National Association of Home Builders pledged its talents and facilities to give top priority to needs of defense areas; to initiate local "trade secret" panel discussions to spread cost-cutting devices; to fight socialistic subsidized housing and do a better job of low-rent construction, and to live up to the industry's code of ethics, weeding out "shysters."

The United States Gypsum Company was presented a testimonial of the homebuilding industry's appreciation "for outstanding contributions to better, safer building." Oliver M. Knode, president, and Clarence H. Shaver, chairman of U. S. Gypsum's board, received the citation for the 50-year-old firm.

Plentiful Wood Replaces Critical Metal Materials

As shortages of metal and other materials increase, wood is being used more and more to replace such materials in construction, according to the National Lumber Manufacturers Association.

A recent national survey of architects and contractors showed that they are increasing the amount of wood and the number of wood-frame projects in nearly all residential, commercial, and industrial building. Among wood-frame projects planned in the near future are 235 schools, 259 churches and 196 industrial projects.

According to the association, for each pound of steel now allocated for manufacturing timber connectors and other hardware used in timber connector construction, 10 pounds of steel is saved for defense purposes.

Pre-fabricated timber trusses are now available up to 200 feet long. The lumber manufacturing industry, working on one shift, can provide 400,000,000 board feet of such trusses each year.

Election Broadcasts and Telecasts Planned

Nationwide television and radio coverage of the 1952 presidential election campaign will be sponsored by the Westinghouse Electric Corporation over the Columbia Broadcasting System TV and radio networks. This will mark the first time the Republican and Democratic conventions, as well as the general elections, have ever been televised on a national hookup.

The most complete program package ever developed for a presidential campaign, it will include full coverage of both political party conventions in Chicago, a 13-week non-partisan "Get-Out-the-Vote" campaign, and election returns the night of the election on November 4. Equal time is to be provided for both major parties to present their campaign issues through their candidates and other leading political figures.

Plans have been made for both television and radio coverage of the conventions in the International Amphitheater in Chicago, the Republican beginning on July 7 and the Democratic on July 21. Special events coverage in the Chicago area will be handled by on-the-spot mobile CBS television crews.

Unusual House Determines Best Use of Space

"The most unusual house of the year" is the claim of the University of Illinois for the house built on campus by its Small Homes Council. The house is a research project sponsored jointly by the Housing and Home Finance Agency.

Designed as a "space-use laboratory," the house will be rearranged periodically into different rooms. Even the bathroom and kitchen can be moved since flexible connections were installed instead of regular pipe fittings.

Even the house itself can be changed in size. It is built on a 32x48-foot floor area. Currently a 24x36-foot house, it can be made larger for other tests.

Two typical families will use the house and help report on various room sizes and arrangements. Room arrangements will be changed each month.

Each family consists of a couple

about 30 years old, a son, and daughter, one of school age and the other of pre-school age.

Pedometers, electric-eye counters, and similar instruments will be used to record the number of steps and patterns of movement in use of household equipment.

Color Sells Houses; Painting Trends Revealed

"Color can sell houses," William S. Pusey, University of Illinois Small Homes Council staff member, told registrants at the council's seventh annual short course in residential construction last month.

"Color is the first thing a person notices and the thing he remembers longest about any object," he pointed out. Illustrating his point with slides, he said that white houses should not have windows outlined in a bright color. This makes a choppy appearance. A house with a dark, rich body color is improved by white trim.

"Too many changes of material and color make a house look smaller. No one buys a house that looks smaller than it really is," he asserted. "A tall house can stand to be broken up by colored panels to cut height and improve proportions."

Development builders too frequently depend on various bright roofing colors to add variety, Pusey explained. "It is safer to use grays, blacks, browns, and maroons for roof colors, to permit use of color elsewhere on the houses." For developments, he suggested using the site plan to select color by placing colored wooden blocks where each house would be.

Better Homes and Gardens magazine recently reported a trend toward more painting of homes to protect and improve them. A survey of its readers revealed that 77 per cent buy ready-mixed paint; 21 per cent buy white lead and oil to mix on the job; and 7 per cent buy masonry, cement, or stucco paint.

Other findings of the shelter magazine's survey:

Of the families reporting on exterior painting, 55 per cent buy paint and apply it, 23 per cent buy paint and hire a painter, while 22 per cent let contract for paint and labor.

Seventy-six per cent have done inside painting of one or more rooms and 49 per cent plan to do

DIXIE SALES CHIEF



Walter Walsh, above, is sales manager of the new Southeastern division office of the Nichols Wire and Aluminum Company. It is located at 1429 Peachtree Street, N. E., Atlanta, Ga. Walsh formerly was assistant to the president of Kaiser Industries in Washington. D. C. Before that he was a sales representative for the Owens-Illinois Glass Company. Increased demand for aluminum nails and wire in Dixie was cited by Nichols' General Sales Manager Edward C. Manix as the reason for the new division set-up.

painting this year. Oil paint, flat or semi-gloss, accounts for 86 per cent of the paint used; water paint, 18 per cent; and rubber, latex base paint, 9 per cent.

Sixty-nine per cent do their own inside painting while 15 per cent buy paint and hire a painter and 16 per cent let contracts for paint and labor.

Mason Contractors Meet

Members of the Mason Contractors Association of America, Inc., will convene at the Palmer House in Chicago, February 24-26.

The dual purpose of this year's meeting is to acquaint the contractors with recent governmental regulations on construction controls, and to focus attention on daily operating costs and supply of critical materials.

The annual MCAA show will be held in connection with the convention.

THREE OFFICIALS GET NEW WEYERHAEUSER SALES DUTIES



Arthur Lahey, left, has been promoted to manager of product lines in the merchandising department of the Weyerhaeuser Sales Company, St. Paul, Minn. He is directly responsible to T. L. O'Gara, vice-president and merchandising manager. Lahey's 21 years of lumber production experience stems from the University of Washington's forestry school to include 14 years of engineering and the heading of special products distribution.

A. W. Clapp, center, was elevated to executive assistant to C. J. Mulrooney, vice-president in charge of sales. He has been trade promotion manager for the last four years.

David H. Bartlett, right, is now executive assistant of R. S. Douglas, vice-president and general manager. He joined Weyerhaeuser 42 years ago and has managed the Twin City yard for 12 years.

INLAND STEEL PRODUCTS COMPANY: William A. Jahn has been elected vice-president in charge of sales. President Neele Stearns announced that the appointment was part of the company's expansion of sales activities. H. B. Brown was advanced to general manager of distribution and merchandising.

GIBSON-HOMANS COMPANY: This Cleveland, Ohio, maker of caulking and glazing materials has announced three major promotions. Norman M. Cornell is now vice-president and general manager. His successor as sales manager is Wilbur Schmidt. Alwyn Morgan is now general purchasing agent.

OWENS - CORNING FIBERGLAS CORPORATION: Edward J. Detgen, former sales manager of the building materials division, has been promoted to sales manager of the general products division. Ben S. Wright, vice-president and general manager, has added to his duties the responsibility for purchasing and trade relations. E. W. (Pat) Smith, vice-president and director of merchandising, is now vice-president

PERSONNEL PARADE

in charge of sales branches and training programs.

GUNNISON HOMES, INC.: This United States Steel subsidiary has promoted Cecil B. Brewer to general sales manager of market development and distribution. He formerly was district sales manager in Atlanta, Ga. His new office is in New Albany, Ind.

AMERICAN LUMBER AND TREATING COMPANY: Herbert W. Angell, a member of this firm's technical staff for 13 years, is now technical director. His new responsibilities include management of its technical department, laboratory, and licensee quality-control.

MISS. STATE FOREST SERVICE: James W. Craig has succeeded the late Albert Legett as state forester. He formerly was chief of forest fire control of the State

Forest Service and had maintained a private forestry consulting service.

AMERICAN MACHINE AND FOUNDRY COMPANY: Alfred J. Fava has recently been named sales director of the General Products Division. Former sales manager of the Lowerator Division, he has been with the company since 1944. Succeeding him as Lowerator sales manager is J. J. Cranmore, with Lowerator since 1946. J. B. Moloney succeeded Cranmore as Chicago sales manager.

WESTINGHOUSE ELECTRIC CORPORATION: The Westinghouse lamp plant now under construction at Reform, Ala., will have as its manager Charles T. Nichols. The plant will employ 400 to 500 local people. Nichols will continue as superintendent of the Richmond, Ky., lamp plant until the Reform plant is completed.

SCHAIBLE COMPANY: This Cincinnati manufacturer of plumbing and heating supplies has appointed R. W. Hyde as manager of the Product Research Department. The holder of several design patents, he was formerly associ-

30 years of plywood experience

Plywood mill,
Eugene, Oregon

Plywood mill,
Willamina, Oregon



BRANCH SALES WAREHOUSES:

4268 Utah St., St. Louis, Mo.
4814 Bengal St., Dallas, Texas
4003 Coyle St., Houston, Texas
1026 Jay St., Charlotte, N. C.
111 Wellborn St., Greenville, S. C.
925 Toland St., San Francisco, Calif.
Eugene, Oregon

SALES OFFICES:

Boston, Mass.
Los Angeles, Calif.



THE manufacturing experience of Associated Plywood Mills dates from 1921—long enough to identify APMI as a pioneer in the development and growth of this important building product.

Plywood plants are located in the heart of the rich Douglas fir region, and warehouse stocks are centered in major population and building areas.

These regional depots carry supplies of quality APMI trademarked plywood for every building need: interior-type, exterior-type, and the sensational new decorative plywood, *Sea Swirl*.

Most important of all, these branch sales warehouses are headquarters for skilled plywood men whose services are always available, and who are as close as your telephone.

Associated Plywood Mills, Inc.

General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina, Oregon; Lumber mill at Roseburg, Oregon.

ated with the Bendix Aviation Corporation and the International Business Machines Corporation. *M. M. Garvin*, former chief metallurgist and manager of the Flammatic Division of the Cincinnati Milling Machine Company, now heads Schaible's Process Research Department.

THE ZONOLITE COMPANY:

Paul Sylvester has been made sales and plant manager of a new sales territory with headquarters in Pittsburgh. It includes Ohio, West Virginia, western Pennsylvania, and western New York.

CURTIS COMPANIES, INC.: H.

O. Sugg is manager of the new American Plywood Division of Curtis Companies, Inc. in New London, Wis. Curtis purchased the plant from the American Plywood Corporation last December. Sugg served as manager of the Curtis Minneapolis Division from 1946 until this promotion. He joined Curtis in 1924.

Appoints BRAS Members

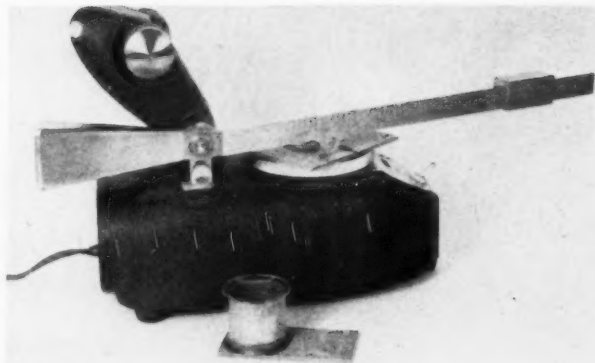
The National Research Council has appointed two new members to the Building Research Advisory Board.

They are *Edmund Claxton*, director of research for the Armstrong Cork Company, and *Mason C. Prichard*, special assistant to the Office Chief of Engineers for Military Construction, Department of the Army. Prichard is chairman of the building research activities committee of the American Society of Civil Engineers.

90 Funds for Research

The Du Pont Company, Wilmington, Del., has announced the award of 75 post-graduate fellowships to 47 universities and of grants-in-aid to 15 universities to "stock-pile" knowledge through the support of fundamental research. For the 1952-53 academic year, these grants are for unrestricted use in the field of fundamental chemical research.

An authorization of \$510,000 was provided by the Du Pont Company for these and other awards. This is substantially higher than the appropriation of \$405,400 for the present academic year. Most of the increase is for additional grants-in-aid to universities.



Measures Durability of Floor Coverings

FORTY floor coverings from 17 different manufacturers recently were tested by the National Bureau of Standards. They included such general types as vinyl plastic, rubber, linoleum, asphalt, and printed enamel. They were exposed to beef tallow, kerosene, cottonseed oil, lubricating oil, soap solutions, sodium carbonate, trisodium phosphate, sodium hydroxide, acetic acid, sulfuric acid, and hydrogen peroxide.

Each covering sample was cemented to one end of a hollow sheet-metal cylinder, 1½ inches in diameter, which was filled with the chemical reagent and sealed to retard evaporation. Twenty-four hours later the flooring samples were removed and blotted.

On the turntable of a Taber abraser, shown above, a one-inch scratch was made by the sharp-edged tool on a pivoted beam, to measure hardness. A scratch over 150 mils indicated considerable softening effect of the reagent on the flooring sample.

In general, the vinyl plastic floorings showed greatest resistance to grease and oils. They showed fair resistance to alkalis, but several showed adverse effects of dilute acids.

Most asphalt tiles showed poor resistance to most oils and dilute acids and fair resistance to beef tallow.

All linoleums were affected by alkaline cleaning solutions and sodium hydroxide. Most were adversely affected by kerosene, acids, and hydrogen peroxide.

All rubber tiles resisted effects of beef tallow but not of kerosene. Their resistance to dilute acids and alkalis varied from good to poor.

Most enamel-print felt-base floorings were damaged by alkaline cleaners, dilute acids, and kerosene.

Cork-composition flooring showed good to fair resistance to various oils and other reagents except sodium hydroxide.

Allied Building Credits Opens New Orleans Branch

Allied Building Credits, Inc., a nationwide installment financing organization serving building material dealers, has opened its 35th branch office—in New Orleans, La.

Frank G. Brost is manager of the new office. Assistant manager is *Hardy Brogoitti*.

Brost has been active in building and financing for many years. He was manager of the ABC Indianapolis office prior to his new appointment. He was Asia representative of CurtisWright during World War II, and is a marksman.

Brogoitti was office manager for the Dallas branch.

The New Orleans ABC office is at 909 South Jefferson Davis Parkway.

Wood Veneer Lamp Shades

Thin layers of wood veneer, sandwiched between vinylite plastic sheets, are being used to make attractive lamp shades. The swirling grain patterns give an unusual effect when the light is turned on.

The wood veneer alone is brittle and inflammable. But the plastic sheets make the shades resistant to flame, moisture, scuffing, and

They're here! Woodtex Pastel Blends



Illustrated—Pastel Green Blend

By popular demand, Woodtex Asphalt Shingles are now available in Pastel Blue Blend and Pastel Green Blend. These artistic blends offer just what many homeowners have been seeking—a distinctive-looking roof that offers years of assured protection.

For Woodtex is—first, last and always—a top-quality asphalt shingle. Its unique *raised* grain for beauty and high wind resistance and its 250 pounds per square make it a wonderful reroofing shingle, too.

Fire-resistant Woodtex Shingles, exclusively CERTAIN-TEED, now come in these 8 luxurious colors:

Pastel Blue Blend	Green Blend
Pastel Green Blend	Gray Blend
Two-tone Green	Red Blend
Two-tone Black	Brown Blend



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS
ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS
ACOUSTICAL TILE INSULATION FIBERBOARD

warping. They are easily cleaned with a damp cloth.

The shades are being made of white pine, redwood, maple, alder, Sitka spruce, Western red cedar, mahogany, and others. Some shades combine various woods.

BRAB Committee Announced for Tropical Housing

The Building Research Advisory Board has appointed a committee to coordinate a program of study on tropical housing and building research by regional advisory groups. These groups are being organized by W. R. Woolrich, chairman of the committee and dean of engineering at the University of Texas.

Others on the committee are General Wilmot A. Danielson, Douglas H. K. Lee, professor of physiological climatology at Johns Hopkins University; George M. Rapp, assistant executive director of the John B. Pierce Foundation; H. C. S. Thom, U. S. Weather Bureau; Thomas H. Urdahl, consulting engineer, and Ralph Walker. This committee has been approved by the National Research Council.

Plumbing Contractors Urged to Back National Code

Local and state associations of plumbing contractors have been urged to get behind the National Plumbing Code and actively promote it by John M. Rhoades, Sarasota, Fla., chairman of the Sanitary Committee of the National Association of Master Plumbers.

In sending a copy of the new National Plumbing Code to secretaries of state and local associations of master plumbers, Rhoades said:

"In the new National Plumbing Code, master plumbers have one of the best public relations tools ever offered to them. Here is a plumbing code, modern in every respect, taking advantage of data developed from scientific research and testing programs, and the best thinking of many persons of broad knowledge concerning plumbing. Representatives of eight well known and highly respected national organizations cooperated closely in drafting the National Plumbing Code by coordinating into a single document five proposed uniform plumbing codes."

Field Engineers Available to Help Dealers with Fir Plywood Promotions

UNDER THE SUPERVISION of Joseph Weston, licensed architect and field promotion director, the Douglas Fir Plywood Association now offers the personal assistance of 11 trained men to dealers, manufacturers, and other industry factors in the promotion of fir plywood uses throughout the nation.

Assigned to regions based on plywood trading areas, these DFPA men call on specifiers of large jobs, industrial users, military specifiers and contractors, agricultural engineering colleges and extension divisions. They make special studies, attend dealer meetings and code conferences, stage exhibits, make market and sales analyses.

DFPA representatives in the Southern and Southwestern states include Richard E. Anderson, Charles E. Hamlin, William T. Robison, John M. Hess, and R. Stuart Williamson.

From Dallas, "Dick" Anderson serves the plywood industry in Texas, northern Louisiana, most of Arkansas, and most of Oklahoma. He is a forestry graduate of the University of Washington, with general contracting experience and with engineering experience on laminated roof structures.

"Bill" Robison serves the Southeastern states from Atlanta. An agricultural engineering graduate of the University of Tennessee, he

serves Florida, Georgia, Alabama, Mississippi, Tennessee, southern Louisiana; small parts of Kentucky, West Virginia, and Virginia; western North Carolina and most of South Carolina. He formerly was a farm structure designer for the Tennessee Agricultural Extension Service.

Charles Hamlin, a graduate of both the U. S. Naval Academy and the Iowa State College, serves the West Central trading area from St. Louis. His territory includes Missouri, Kansas, and portions of Oklahoma and Kentucky.

From Washington, D. C., "Stu" Williamson works with military and government specifiers and with industry factors in Virginia, Maryland, Delaware, the District of Columbia, and eastern North Carolina. He studied the industrial design of wood products at the Los Angeles Art Center School.

John Hess makes headquarters in Cleveland, Ohio, in serving the East Central area. An architectural engineering graduate of the University of Illinois, for five years he recently designed commercial buildings in Illinois. His plywood promotion area includes portions of Kentucky, West Virginia, and Maryland.

All dealers are urged to call on the DFPA field representative in their area for assistance.

"It's all mine!" exclaims M. J. Dutschke, assistant treasurer of the Kister Lumber Company in Louisville, as he claimed the useful Handy Panel display and rack prize offered by the Douglas Fir Plywood Association at the Kentucky Retail Lumber Dealer Association's convention on January 16. Next to him is "Dick" Anderson, Southwestern representative, who with "Bill" Robison, at left, Southeastern representative, manned the DFPA convention exhibit. The DFPA men are pushing the sale of Douglas fir plywood "Handy Panels" this year.



Straight from Hollywood!



"Shooting" a scene from "Make Room for Tomorrow" showing the lumber dealer and contractor helping the Crumworthy family solve its problem of getting more living space.

A New Motion Picture to help you sell the huge Remodeling Market

Balsam-Wool • Nu-Wood

A SALES TEAM THAT IS DYNAMITE IN

"Make Room for Tomorrow"

A FULL-COLOR PICTURE THAT IS ENTERTAINING—EDUCATIONAL—PROFIT-BUILDING

More than 45% of all homes are over 30 years old and need remodeling. And here's the motion picture that will help you get your share of this huge and profitable market! "Make Room for Tomorrow" will build your sales of Balsam-Wool, Nu-Wood and other building materials because it shows how remodeling can pay for itself with the Balsam-Wool and Nu-Wood System!

Starring—

- ★ HOWARD RYAN.....Lumber Dealer
- ★ FRANK WHITNEY.....Contractor

and that lovable, entertaining
"CRUMWORTHY FAMILY"

Extra Added Attraction! You'll also want to show the new Insulation Board Institute movie, "The Professor Was a Salesman." Your Wood Conversion Company salesman will gladly book it for you.

SEE YOUR WOOD CONVERSION COMPANY REPRESENTATIVE—

he will arrange for your booking of "Make Room for Tomorrow"—help you plan showings for contractors, carpenters, and your yard personnel. Be sure to see the Wood Conversion representative at your lumber dealer convention or write Wood Conversion Company, Dept. 131-22, First National Bank Building, St. Paul 1, Minnesota.

Balsam-Wool*
Nu-Wood*

*REG. U. S. PAT. OFF.

MANUFACTURERS' REPRESENTATIVE—

Sales Link between Factory and Distributors

BORN TO BE A SALESMAN!

A manufacturers' agent since 1947, Bill O'Callaghan has found that association participation is important to dealers, jobbers, and manufacturers' representatives and personnel alike. He sells window sash balances, pulleys, weatherstripping, and related items.



DUE TO BOTH his heredity and environment it probably was "predestined" that William L. (Bill) O'Callaghan would become a successful salesman.

The son of a life insurance salesman and the brother of four younger men who also are in sales work, Bill has been selling tangibles ever since he finished Boys High School in his hometown, Atlanta, Ga., in 1931.

Since 1947 he has been a manufacturers' representative and now markets the products of the Grand Rapids Hardware Company and the Monarch Metal Weatherstripping Company in the states of Alabama, North and South Carolina, Tennessee, and Georgia.

In all five of these Southeastern states, Bill O'Callaghan is a familiar figure among sash and door jobbers, millwork manufacturers, major contractors and architects, when he drives up and alights with a beaming Irish smile from his Buick station wagon.

In this vehicle he carries demonstration units to show the advantages of Grand Rapids sash balances and cabinet hardware, and Monarch weatherstripping. By helping window unit manufacturers to obtain frames and materials for their products, he has clinched many big, steady customers for his lines. About 95 per cent of the sash balances and pulleys are sold to window unit manufacturers.

O'Callaghan formerly covered the states of Florida, Mississippi, and Louisiana for the Monarch and Grand Rapids firms through a branch salesman. But now this

man, W. E. Cromwell, of Orlando, Fla., has taken over this "deep South" territory.

In bright sports clothes and with his perennial and infectious smile, O'Callaghan is a familiar sight at the semi-annual meetings of the Southern Sash and Door Jobber Association and the conventions of the dealer associations. With him usually is his wife, Kathryn. They participate fully in all social and business sessions because, as Bill puts it, "I think associations are the backbone strength of the construction industry."

After finishing high school in Atlanta, where he was born in 1913, Bill O'Callaghan enrolled at Georgia Tech in its industrial management course. Later he began work for the Gulf Oil Corporation in its marketing division and attended the Georgia Tech evening college, from which he was graduated with a bachelor of commerce degree in 1939.

O'Callaghan was president of the Alpha Kappa Psi business fraternity at the college in 1939, and also served as vice-president of the Venetian Club, a social fraternity.

From college he joined the Celotex Corporation. He was this firm's salesman in Alabama and then in the Atlanta-North Georgia area from 1939 to 1942. During the war years, Bill was with the Bell Aircraft Corporation at Marietta, Ga., where he was the tool contracting agent in the purchasing department.

In 1946 he joined hands with some friends in Better Living, Inc., which sold prefabricated houses in

the Atlanta area. Bill was vice-president and sales manager of this erstwhile building firm.

The O'Callaghans have four children—two boys and two girls—who range from 5 to 10 years of age.

They live in a suburban home near Austell, Ga., which has been expanded and enhanced to meet the needs and desires of this modern Irish family.

Bill enjoys "a sociable game" of golf, shooting in the low 80's. He hunts some but prefers fresh-water fishing. His biggest catch to date: 6.5 pound bass!

O'Callaghan is putting much time and effort nowadays in the establishment and plant enlargement of the Austell Presbyterian Church. That's where the "predestination" comes in.

110 Cities Approve New Gypsum Wallboard

Firestop Bestwall, a new wallboard made with unexpanded vermiculite in the gypsum core, has been officially approved by 110 American cities for commercial and residential wall and ceiling construction which require one-hour fire-resistance rating. Among the approving cities are 14 of the nation's largest, including Baltimore, New Orleans, Kansas City, and St. Louis.

The wallboard has also been granted state-wide approval for fire-rated construction by the states of Georgia, California, In-



SALES SOAR WITH GIANT SCARFED PANELS

The sky's the limit with Georgia-Pacific's giant scarfed panels. Your customers will find countless uses for scarfed panels . . . and you'll have a fast-moving moneymaker in stock!

These big panels, literally a "new dimension" in plywood, are available in popular 12, 14, and 16-foot lengths. But there's no limit on size—scarfed panels can be made to your customers' specifications, the only limit being the handling and shipping factor.

Made of Douglas Fir Plywood to G-P's top-quality standards, scarfed panels are rigid, rugged—stronger than steel (pound for pound). Veneer layers are bonded with waterproof phenolic resin glue, sanded to exact thickness and satin smoothness. The scarfed joints, stronger than the panel itself, are smooth, invisible when painted.

Call your nearest Georgia-Pacific office or warehouse for the complete G-P Scarfed Panel story. No matter what your plywood, lumber and door requirements, it's always good business to call Georgia-Pacific first.



GEORGIA—PACIFIC
PLYWOOD COMPANY

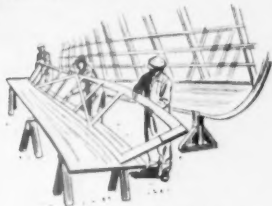
Southern Finance Bldg., Augusta, Ga., Call 2-8383

OFFICES OR WAREHOUSES IN: Augusta, Birmingham, Boston, Chicago, Columbia, Louisville, Memphis, Nashville, Newark, Olympia, Orlando, Philadelphia, Pittsburgh, Providence, Raleigh, Richmond, Savannah.



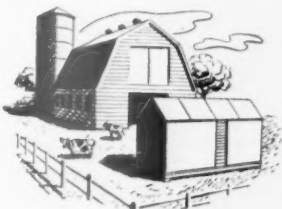
IN BUILDING

For numerous applications requiring "wide boards"—building soffits, siding, paneling—G-P scarfed panels fit the job. You can supply your customers with the width they require; scarfed panels are easy to work, eliminate waste for you and your customers.



FOR MARINE USES

G-P's giant panels are revolutionizing the boat building industry. For instance, one panel can be fabricated for an entire one-piece deck, another will serve as one complete side of the hull. Result: enormous savings in time and cash. G-P Panels contribute structural rigidity, reduce the quantity of crossmembers needed, eliminate joints and reduce finishing time.



ON THE FARM

Your customers should know about the labor-saving, cost-cutting advantages of plywood silos fabricated with G-P's giant scarfed panels. These easy-to-work panels simplify construction, reduce material costs and give years of low-maintenance service.



DOUGLAS FIR PLYWOOD • HARDWOOD PLYWOOD • GPX • SOUTHERN & WESTERN LUMBER • DOORS

diana, Wisconsin, Pennsylvania, and Maine.

Firestop Bestwall board has been rated by Underwriters Laboratories as one-hour fire resistant on ceilings when applied under wood joists in a single, 5/8-inch layer. This is UL's first such approval for a dry-wall ceiling.

Producers Council Prints Unusual Products Data

The Producers Council has released a book on unusual uses of products manufactured by its members.

One page shows how Armstrong acoustical tile, usually used on

ceilings, was put on walls to stop noise in offices of accounting machines, in projection rooms, in radio stations, and factories.

Kawneer stock sash was used to solve a number of construction problems in store-front window designs.

Kentile—most popular on floors—also makes a suitable wall tile where durability and quick cleaning are essential. The asphalt tile fits easily over convex or concave walls or posts.

The National Concrete Masonry Association section shows pictures and sketches of a new system of constructing floors of concrete joists and concrete filler blocks.

All pages are tagged with AIA file numbers.

other equipment of the J. A. Hopkins Lumber Company last month. Tracks of railroad spur serving the plant were damaged by the heat.

HARRIMAN, TENN.: The J. W. Wells Company, Montgomery, Ala., recently bought the Empire Mills Works here.

NEW ORLEANS, LA.: Lawrence J. Baldwin and Son, 306 Carondelet Building, has been appointed representative for Hialift concealed sash balance for double-hung windows. The territory includes Louisiana, Texas, Arkansas Tennessee, and Oklahoma.

JACKSON, MISS.: Richard W. Hutson, a recent graduate of the North Carolina State College school of forestry, has joined the DuPont Company as Southern technical sales-service representative specializing in fungicides for stain control and related chemicals. He succeeds Joe E. Martin, now engaged in atomic energy work.

NEW HAVEN, CONN.: Sargent and Company has recently made arrangements with the Peterboro Lock Manufacturing Company, Ltd., of Peterboro, Canada, allowing the Canadian firm to manufacture the Sargent Company's "4500" series of key-in-knob locks. The Peterboro Company will offer the line to the Canadian trade.

LINDEN, N. J.: The National Electric Products Corporation has transferred its Philadelphia warehouse operations to the corporation's new million-dollar manufacturing plant here.

ORLANDO, FLA.: The new Florida representative for E. W. Proctor and Company is Lee H. Nash. Nash advanced from private to colonel in U. S. Army during World War II. He formerly was Florida salesman for Shapleigh Hardware.

SHELBYVILLE, IND.: The new Fiber Glass Division of the Pittsburgh Plate Glass Company will be housed in a three-year-old factory to be purchased here. Production in the new plant, which will employ 250 people, is expected to commence in the early fall. Much of the production will be used to meet defense needs.

PENSACOLA, FLA.: The Armstrong Cork Company has purchased more than 25,000 acres in Florida in southern Walton county. The timberland will supply pulpwood for the company's insulation board plant in Pensacola. An intensive reforestation program has been planned by E. N. Lee, plant manager, and W. E. Oppenheim, plant forester.

CHICAGO, ILL.: Land has been purchased by the Ceco Steel Products Corporation in Minneapolis, San Francisco, Los Angeles, Chicago, Pittsburgh, and Kansas City to take care of the future expansion needs of this producer of metal building materials. Existing plants will be modernized and new plants constructed in the several cities. The firm definitely plans to make a full line of aluminum windows, including a double-hung window.

NEWS about MANUFACTURERS

MEMPHIS, TENN.: Charles B. Russell, Jr., has been promoted to manager of the Southern States Iron Roofing Company's plant here. He joined Ssirco in 1943. Until recently he was office manager of the Birmingham, Ala., branch.

ST. LOUIS, MO.: Mesker Brothers, makers of steel windows since 1879, opened a new plant here to meet the increased demand for its products.

LANCASTER, PA.: The Georgia-Pacific Plywood Company recently opened new warehouses here and in Vineland, N. J. This brings the company's number of warehouse's throughout the nation to 18.

BALTIMORE, MD.: Vernon W. Malloy has been made manager of the Pacific Lumber Company's Atlantic coast branch. He returns to the lumber business after serving six years as assistant to the president of Weather-Seal, Inc.

WOODVILLE, TEX.: Cecil Smith has bought the Woodville Lumber Company, worth approximately \$1,000,000. It has been operated as a special partnership with Garland Anthony, Jr., and Edwin Anthony as general partners. Garland Anthony, Sr., Oliver Anthony, George H. Juniel, and Louise Anthony were special partners. The mills will continue to operate with the same personnel.

TULSA, OKLA.: Barney L. Lightwine has joined the Rusco Company, window manufacturers, as district sales manager here. Formerly he was city purchasing agent.

SAVANNAH, GA.: The Georgia-Pacific Plywood Company has been awarded a Certificate of Management Excellence for 1951 by the American Institute of Management. This non-profit institute is devoted

to improvement of corporate organization and management.

RANGER, TEX.: The American Aggregate Company has an expansion program under way that will more than double the plant's present output of lightweight aggregate. Two new kilns have been installed.

CHICAGO, ILL.: The Ceco Steel Products Corporation has established six two-year engineering scholarships—two at the University of Illinois, two at Purdue University, and two at Illinois Institute of Technology. They are for junior and senior years, for \$1,000 each year.

CHATTANOOGA, TENN.: The Key-James Brick Company, founded in 1912, has been purchased by the General Shale Products Corporation in Johnson City. The plant will continue to operate under the same name and will be expanded.

TYLER, TEX.: Glauber Brass, Inc., with headquarters in Kinsman, Ohio, is building a \$440,000 plant here. The new plant will more than double Glauber's production of plumbing fixtures and valves.

NEW HAVEN, CONN.: The H. B. Ives Company recently marked its 75th year as a manufacturer of builders hardware. The latest addition to the Ives line is competitively-priced aluminum hardware.

PITTSFIELD, MASS.: The General Electric Company's chemical division has formed a new product department—the Silicone Products Department. Dr. Charles E. Reed, engineering manager of the chemical division, was named general manager of the new department. Headquarters are in Waterford, N. Y.

VAN BUREN, ARK.: A \$100,000 fire destroyed the flooring mill and



*"We could make more dough
selling Heatilator Fireplaces!"*

Dough, mazuma or dollars... you make more of it selling Heatilator® Fireplaces. And every contractor who builds a fireplace is a prospective customer. All you have to do is tell him how a Heatilator unit saves grief because it's scientifically designed and how it circulates heat to every corner of the room, even adjoining rooms.

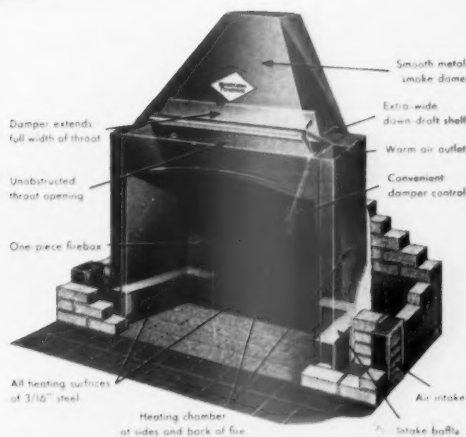
Heatilator Fireplace has been the leader in heat-circulating fireplace units since 1927. That's because powerful Heatilator advertising has been telling the story to architects, builders and prospective home owners. Heatilator, Inc., 352 E. Brighton Ave., Syracuse 5, New York.

®Heatilator is the reg. trademark of Heatilator, Inc.

YOU MAKE MORE MONEY

...SELLING THE HEATILATOR FIREPLACE

T. M. REG. U. S. PAT. OFF.



ASSOCIATION ACTIVITIES

Campbell Urges SWLA Dealers to Proclaim Free Enterprise

HENRY JONES HEADS GROUP IN '52

EITHER FROM complacency or a "me too" attitude, lumbermen and other businessmen are giving aid and comfort to the socialistic trend in the United States, two speakers warned delegates to the sixty-fourth annual convention of the Southwestern Lumbermen's Association in Kansas City, Mo., January 22-25.

Don Campbell, Lebanon dealer, mayor, and executive vice-president of the Kentucky Retail Lumber Dealers Association, insisted that "we may be the sickest of all industries, for the government is doing all it can to restrict us." Also a past-president of NRLDA, Campbell had previously told the convention the nation is selling out for security.

"Businessmen are as responsible as much as anyone else," he continued. "We are too willing to accept assistance from the government when it helps us. We say we don't like it, but if it is being passed around we take some, anyhow. Any one taking that line of something-for-nothing thinking is helping lead us to the socialistic state."

Campbell said the present boom is old and that "we had better take stock of what's ahead. I am con-

cerned about the profits we won't get in 1953."

Equally challenging was the viewpoint of Dr. Allen A. Stockdale, representing the National Association of Manufacturers. He implied that it would be fatal for advocates of the American way of life to assume that all the population of the 48 states is aware of what free enterprise stands for.

"We must develop a new technique for humanity salesmanship," he declared. "The strategy of communism in the United States is terrific and it hopes to undermine confidence. So we must enlighten the rank and file of the people on what we stand for."

"We must not take for granted that everyone understands. We need to give the 155 million citizens a thorough understanding of the opportunities for liberty that exist in the foundation of America." Stockdale advocated printing both the Declaration of Independence and the Constitution in every language used in this nation.

In opening the convention, SWLA President C. D. Burkholder, of McPherson, Kan., demonstrated that lumbermen perennially face a somewhat uncertain future. He said:

"We can review the past year with reasonable satisfaction, but we can not be so certain about the future. The public thinks we gather to regulate and fix prices, but I will say this for a suspicious and uninformed public—we are it not for this organization, a majority of those present would not be in the lumber business today."

Burkholder then confided to his audience that he was quoting from an address of his father when the latter was association president in 1906. In the 65 years of association history Burkholder is the only president who had a father also to serve as president.

Commented the Burkholder who served as president through 1951: "Our problems and purposes are about the same now except that in his address in 1906, my father asked for more Federal control . . . of railroads!"

The president reported association membership at 1,548. He later announced the convention attendance registration as approximately 4,300, setting a new, all-time high record.

In another principal address, Harold J. Row discussed "Creative Sales Management." Manager of sales training for the Armstrong Cork Company, Row related that in his travels he often wondered what made one yard big, another small, and what made one grow,

New officers of the Southwestern Lumbermen's Association are seen in the Muehlebach Hotel in Kansas City following the election. Seated from left are C. M. McAllister, Garden City, Kan., third vice-president; Sam Arnold, Kirksville, Mo., second v.p.; Henry H. Jones, Little Rock, Ark., new president, and Fred S. Stephenson, Chickasha, Okla., first v.p. Standing are Counselor Frank E. Tyler, Treasurer C. Wilbur Baker, retiring President C. D. Burkholder, and Allan Flint, secretary-manager.





You're on firm footing when you recommend PlyScord® Subfloors

THERE'S VOLUME PROFIT opportunity in selling the PlyScord grade plywood for subfloors—the average house requires 30 to 35 4'x8' panels. Compare this with your profit on other materials. You'll agree there's *more profit* in the plywood. Not only that, but the builder and home owner save, too. Here's how:

The real story of construction costs isn't on the bill of materials—it's the *applied* cost that counts! And PlyScord can be laid in *half* the time required for other materials. Big, work-speeding panels are easily handled . . . cover large areas quickly. Plywood fits standard joist spacing without wasteful sawing and fitting . . . requires less nailing.

PlyScord subflooring means *better* construction, too. Strong, rigid panels provide a solid, squeak-free base for finish flooring . . . protect against drafts from below . . . won't cup, shrink or swell.



Douglas Fir
Plywood

AMERICA'S BUSIEST BUILDING MATERIAL



® PlyScord is the unsanded construction grade of interior-type plywood bonded with highly water resistant glues. For subflooring, sheathing, backing, one-use forms. PlyScord is a registered grade-trademark identifying quality plywood manufactured in accord with U. S. Commercial Standards and inspected by Douglas Fir Plywood Association (DFPA), Tacoma, Wash.



Plywood Cut-Up Table Boosts Sales Volume

A special cut-up table which facilitates cutting standard size plywood panels into smaller pieces has brought about a big boost in sales volume, according to George Sterba, manager of the Newport (Oregon) Building Supply.

"The new table saves us over two-thirds of the time formerly required in cutting plywood to customers' specifications," Sterba reports. "It's located next to our plywood racks so we can give fast service. Customers appreciate having panels cut to meet their needs and it has paid off for us in extra sales. The word gets around, bringing in new buyers who have heard about the cut-to-size plywood from our regular customers."

Built of 2x6 lumber and plywood, the table is hinged to the wall so that it can be lifted out of the way when not in use. It is 24" high, 8' long, 38" wide. The frame is grooved so that a 4'x8' panel can be cut into multiples of 2'; grooves guide a portable hand saw plugged into an outlet next to the table.



Post Sells Plywood

Plywood advertising will continue to pre-sell over four million *Saturday Evening Post* readers throughout 1952. The campaign features unusual manufacturing and plywood use illustrations which dramatize the versatility, economy, strength and beauty of the material.

The *Post* ads are part of a sharply accelerated promotion designed to help build dealer plywood sales. The campaign ties in with powerful advertising in national architect, builder and industrial magazines. The promotion also includes an intensive ad schedule in national "home" magazines and is backed by new plywood idea-use literature, plans and dealer ad mats.

another just stand still.

"It just isn't capital, age or location. It is a difference in management that results from creative sales approach. It is a matter of attitude and approach to creative salesmanship adopted by the management.

"We are all concerned with sales, but I doubt if many of you call yourselves sales manager. You may be a yard manager, but you are also a sales manager.

"The creative sales approach is the highest type of selling. Basically, creative salesmanship is a matter of attitude and approach to sales problems, with two main supports. One of these is thought and planning and the second is a basic understanding of the necessity of selling ideas, rather than merchandise."

Between humorous stories Dave Livingston, "America's Funniest Farmer" from Washington, Iowa, called attention to significance in the changing picture on farms. His topic was "People, Politics and Profit."

Livingston said the decline in farm population is generally recognized, but noted that there are 17,000,000 fewer productive farm acres than in the 20's. Meanwhile, with vastly increased national population, farm production in 1951 was only 26.1 per cent more than the average in the 1920's and, he added, there is no more land to put into production. One of his suggestions was to stop growing fiber crops, put that land in food production and import fibers.

Other speakers were Gerner M. Lester of Jackson, Miss., president of the National Tax Equality Association, and Congressman O. K. Armstrong, of Springfield, Mo.

President-Elect Jones announced that the executive committee for the year will consist of the officers and these state representatives:

For Missouri, R. L. Sweet, Kansas City; William N. Robinson, St. Louis.

For Kansas, C. Lee Detter, Hutchinson; T. J. Griffith, Manhattan.

For Oklahoma, L. I. Parks, Lawton; William Stewart, Jr., Shawnee.

For Arkansas, Jack R. Grobmeyer, Little Rock.

To serve with a total of 22 hold-



Officers of the new association of Southwestern region alumni of the 30-day building material courses at the University of Kansas City are seen above. The group organized at the recent SWLA convention in Kansas City. From left, the men include Frederick M. Humphreys, president; W. R. Morrow, first vice-president; Jack O. Jones, second v.p.; C. W. Bonsteel, third v.p., and John F. Miller, Jr., secretary-treasurer. The president and three vice-presidents represent the four states in the area served by the Southwestern Lumbermen's Association, which sponsors the courses at K. C. U.

overs, new directors were elected as follows:

Arkansas—Walter Davidson, Jr., Fort Smith; Reed Gammill, Camden.

Kansas—J. P. Barbee, Jr., Pratt; Hugh T. Jones, Chanute; Ewing Lawrence, Wichita.

Missouri—John C. Scruggs, Jefferson City; Harry Stockman, St. Louis; Fred Wilbur, Maryville; L. H. Landgraf, Cape Girardeau.

Oklahoma—Orlie Coulter, Ardmore; Homer Gill, Tahlequah; Walter I. Dunn, Sayre.

In the second of its kind in the industry, Southwestern region alumni of the 30-day building material courses organized, elected officers and established objectives following a breakfast attended by 21. (At the joint convention of the Georgia and Tennessee associations in Chattanooga last spring, alumni of Georgia Tech short building material courses organized similarly.)

This new club petitioned SWLA for permission for its president to sit in at board and other executive meetings so the club can make constructive contributions to the parent organization. The group also set the objective of establishing short night courses throughout the four-state area.

Preceding a Hoo-Hoo stag dinner with entertainment, the order of the Black Cat inducted a class of 24 Kittens with the use of special "props."

Meanwhile, the Southwestern Auxiliary Ladies, known simply as the "SALS," observed a 25th

anniversary of the organization with an elaborate tea.

Previously they had elected these officers: Mrs. Harold E. Waddill, Kansas City, president; Mrs. Fred S. Stephenson, Chickasha, Okla., vice-president; Mrs. C. Price Berryman, Parsons, Kan., secretary; Mrs. D. B. Morgan, England, Ark., sergeant-at-arms, and Miss Rose Brink, of the Southwestern association staff, corresponding secretary.

Dates for next year's SWLA convention are January 28-30.

CONVENTION CALENDAR

MISSISSIPPI Retail Lumber Dealers Association, February 18-19, Buena Vista Hotel, Biloxi. Exhibits.

CAROLINA Lumber and Building Supply Association, March 18-20, Textile Hall, Greenville, South Carolina. Exhibits.

LOUISIANA Building Material Dealers Association, March 19-20, Jung Hotel, New Orleans. Exhibits.

TENNESSEE Building Material Dealers Association, March 25-27, Maxwell House, Nashville. Exhibits.

FLORIDA Lumber and Millwork Association, April 16-18, Tampa Terrace Hotel, Tampa.

TEXAS Lumbermen's Associa-



Smart choice for roofing—

"Century"

ASBESTOS-CEMENT SHINGLES

YOU'LL make more sales more easily to every type of customer—home-owner, builder, contractor, roofer—if you give them these facts about "Century" Asbestos-Cement Roofing Shingles:

SMART APPEARANCE . . . the variety of attractive colors—Spanish Red, Surf Green, Gray Duoface, and Black—lets you satisfy every taste and architectural demand. Deep, weathered texture gives pleasing shadow effect. When a customer puts appearance first, recommend "Century" Shingles!

SMART FOR PROTECTION . . . Roofing of stone-like durability! "Century" Shingles resist fire and weather; can't be hurt by termites or rodents; will not rust or rot. If your customer wants a roof that will last the life of the house, recommend "Century" Shingles!

SMART FOR ECONOMY . . . Made of Asbestos and Cement—both non-

critical materials—"Century" Shingles are moderately priced. Special large surface area patterns are designed for quick, easy—therefore, inexpensive—application. And, because "Century" Shingles never need painting to preserve them, maintenance costs are negligible. For the customer who is cost-conscious, recommend "Century" Shingles!

AND A "PLUS" FOR YOU! To help you sell more "Century" Roofing Shingles, they are regularly advertised in such national publications as *TIME*, *COUNTRY GENTLEMAN*, *SUCCESSFUL FARMING*, *AMERICAN BUILDER*, *PRACTICAL BUILDER*, *AMERICAN ROOFER & SIDING CONTRACTOR*, *NATIONAL ROOFER*, and *MAGAZINE OF BUILDING*. This advertising, together with the strong story of a top-quality product, can help you build your business—increase your profits—with "Century" Asbestos-Cement Roofing Shingles. Write us for details.



Modern residence roofed with No. 30 Black "Century" Asbestos-Cement Shingles



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

*Original Manufacturers of Asbestos-Cement Shingles
in this Country*

tion. April 20-22. Municipal Pier, Galveston, Exhibits.

GEORGIA Building Material Merchants. April 23-25. General Oglethorpe Hotel, Savannah.

SPA Meeting Set

The 37th annual meeting of the Southern Pine Association will be held at the Roosevelt Hotel in New Orleans, La., April 7-8-9, it is announced by H. C. Berckes, secretary-manager.

A slate of top-flight speakers is being booked — to cover government controls, forest conservation, trade promotion, and new mechanical efficiency methods.

New Plywood Office

To obtain more room for both office and testing laboratory, the Southern Plywood Manufacturers Association has moved its headquarters from W. Peachtree Street to 65 Peachtree Place, N. E., in Atlanta, Ga.

SPMA's Managing Director Clarence W. Dietrich extends a cordial invitation to the industry to visit the new quarters. The new telephone number is Elgin 7315.

Elect New Tulsa Officers

Budd Montgomery was elected president of the Tulsa (Okla.) Lumbermen's Association at the group's recent meeting. He succeeds Ralph H. Rolston.

E. W. Dixon is now vice-president; H. H. Poarch, treasurer, and C. E. Marshall, secretary-manager.

Directors include Ira D. Crews, H. E. Hanna, Walter R. Kelly, Ed R. Henry, and Dale Carter.

Offers Short Law Course

Members of the Retail Lumber Dealers Association of Houston, Tex., are being offered an opportunity to learn more about the laws that affect their business.

The association is offering a Business Men's Law Course at the YWCA Building each Monday night for two hours. It began January 28 and will last 10 weeks. The course fee is \$32.

Prominent Houston lawyers are the "faculty." They are lecturing on contracts, commercial law, bills and notes, chattel mortgages, taxation, and real estate law.

Kentucky Dealers Urged to Offer Installment Financing of Material Sales

TO STAY on the profit side of the ledger this defense-bound year, building material dealers should undertake more installment selling of materials and home modernization jobs, Gates Ferguson, advertising director of the Celotex Corporation, advised dealers at the 47th annual convention of the Kentucky Retail Lumber Dealers Association in Louisville, January 14.

A new attendance record was set at this convention with 1,024 dealers, suppliers, and friends present, according to Executive Vice-President Don A. Campbell, who also reported a new record in convention exhibits. The 1951 attendance figure was 853.

Ferguson told the dealers they would have to become aggressive merchants and make better use of displays, advertising, and other sales promotion tools if they would get their share of the consumer

dollar in competition with the chain, appliance, and department stores.

He urged dealers to court the patronage of women customers since "they buy 85 per cent of all goods sold."

"The Cycle of the Russian Revolution" becomes more encouraging every year, the men at the dinner for past-presidents and directors were told by a local Presbyterian minister, a native of Scotland and a German prisoner of war during the last European conflict.

The Rev. W. R. Clarke pointed to the restoration of family culture, the allowance of church worship, and differentials in income as indications that the Soviet people are "thinking and longing our way" more than Stalin tells.

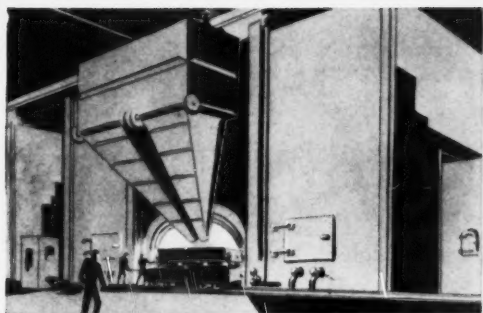
The bugaboo of "big business" was dissected by a Du Pont Com-



The new officers and six new directors of the Kentucky Retail Lumber Dealers Association are seen above shortly after their election at the 47th annual convention in Louisville last month.

The quintet of new directors at top includes, from left, Sam Levy, Louisville, retiring president; Graham B. McCormick, Lexington; Kenneth V. Lawson, Baxter; Graham Motley, Bowling Green, and W. C. Hale, Hickman. New directors not shown are Claude A. Berry, Eminence; D. M. Daugherty, Falmouth, and W. W. Henderson, Hopkinsville.

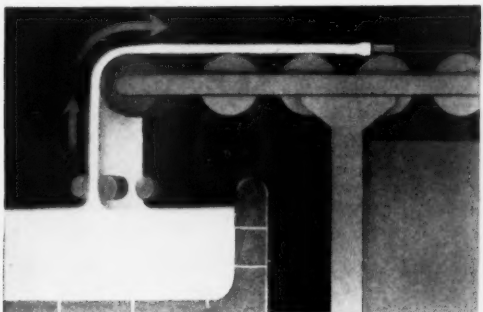
The new officers, in bottom photo, are Vice-President R. E. McConnell, of Paris, also a new director; Don A. Campbell, Lebanon, re-elected executive vice-president, and Elbert Myers, Glasgow, new president.



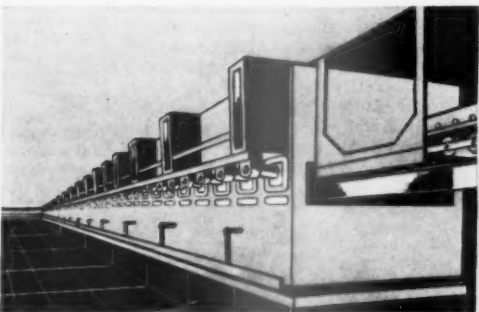
1. *The molten glass flows from this great refining furnace, or tank,*



2. *into this shallow drawing furnace. Here an iron bar lowers, the glass sticks to it, and*



3. *up she goes over this bending roll, onto the conveyor rolls and*



4. *into this big cooling lehr for long, gradual, uniform annealing, which is:*

Why Dealers Are Saying, "L-O-F Glass is Easier to Cut, Saves Waste!"

Long, gradual, uniform annealing makes glass less brittle. That's why L-O-F Window Glass gives you a clean, easy cut of even depth . . . a crisp, smooth break.

Why not test it. Call your Libbey-Owens-Ford Glass Distributor and have him bring over a couple of lights of L-O-F Window

Glass. Cut it. Then cut a piece of any other kind of glass you have in the store. See which will give you less waste . . . more profits.

And send for our book on how to get more money out of window glass. Libbey-Owens-Ford Glass Company, 7022 Nicholas Building, Toledo 3, Ohio.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**

pany spokesman, Louis P. Shannon, who proved the merit of pure and applied research — and the place a large aggressive company has in developing laboratory products into useful commodities at popular prices for the masses.

Shannon explained that the components of a national economy are natural resources, manpower, motivation, and tools. He asserted that the American's desire to enjoy a higher standard of living through free enterprise and initiative is the major difference between our nation and those communistic or socialistic.

Several speakers guesstimated the number of houses to be started this year. Edward H. Libbey, secretary of the National Retail Lumber Dealers Association, stood by 800,000 or more. Edward H. Gavin, editor of *American Builder*, forecast at least 900,000. Charles W. Williams, vice-president of the Federal Reserve Bank, Richmond, Va., was as hopeful as Gavin.

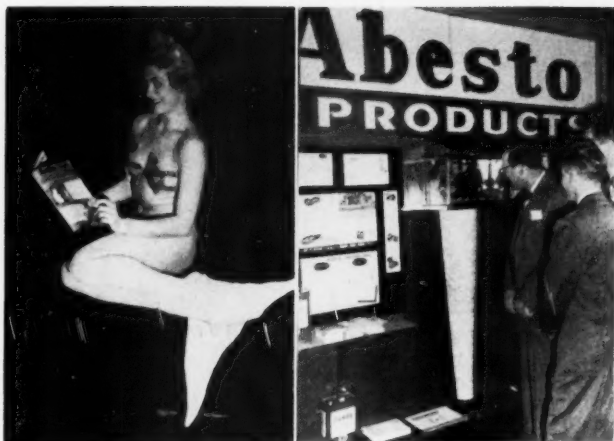
Williams, former professor of economics at the University of Louisville, painted an optimistic outlook for general business prospects this year. He cited the bumper crop of babies recently and greater individual savings last year. He said a minimum of 500,000 housing units were necessary each year to meet the growth in families.

Sam Levy, of Louisville, who presided at every business session as president of the association, reported an increase in membership last year from 233 to 251. He described the many association services to show dealers the value of their membership.

State transportation and police officials told what they could do and are doing to allay the lumber peddling activities of itinerant truckers. Wage, salary, price, material, and construction controls were explained by federal and local spokesmen in panels moderated by Don Campbell.

A square-dance exhibition and a barber shop quartet performed professionally at the banquet. Women delegates and wives at the convention had a tea party and luncheon with floor shows.

Dr. Joseph Rauch, Louisville Hebrew rabbi, was hailed as an honorary member of the Kentucky Retail Lumber Dealer Association. He reported on a visit to Finland last year, where he found them to be good friends of America and moved by similar ideals, although living next door to communistic Russia.



Most popular, unusual, and expensive exhibit at the recent Kentucky dealer convention in Louisville was that of the Abesto Manufacturing Corporation, of Michigan City, Ind. Outwardly it appeared to be simply a display of literature and products of this firm that makes roofing cements, insecticides, and fungicides for construction lumber. But a close "peek" through the miniature "fish bowl" (aquarium) atop the marble column, as shown at right, produced "something different."

Through the "peep hole" in the bowl the observer saw the beautiful model who is pictured in the close-up at left above. No. "Miss Abesto Mermaid" was not reading *SOUTHERN BUILDING SUPPLIES* every time conventioners peeked. But South Bend's Nancy Hartman admitted—after glancing through the copy—that she could "easily see" why *S'B'S* is among the most popular business magazines read by Kentucky dealers.

Tennessee Dealers Want New State Lien Law

Recommendations for revision of the state lien law and other desired state legislation will be presented by a special committee at the annual convention of the Tennessee Building Material Association in Nashville, March 25-27, at the Maxwell House.

At a recent meeting of the Board of Directors of the Tennessee association, the 1951 slate of officers was re-elected for 1952. They include President Fleming W. Smith, Nashville; Vice-President W. A. Nailling, Jr., west Tennessee; Vice-President Harvey C. Foskett, middle Tennessee; Vice-President H. Alpha Doak, east Tennessee; Treasurer Ralph Cockrum, Knoxville, and Secretary-Manager Robert O. Brownlee, Knoxville.

The directors voted for the manager to inaugurate a new home plan service for members. Members whose staffs design houses will submit their most popular plans for reproduction by the association office. Printed on yellow paper, 8½ x 11 inches, for easy filing, each plan sheet will show

a front elevation, floor plan, house area, and garage and extra storage area.

Plan No. 1 is for a house with 1,000 square feet of enclosed area and 264 square feet of carport and extra storage area. The house is sided with brick up to the window sills and then with vertical wood siding to the eaves.

To succeed Alpha Doak, of Greenville, as a trustee of the Tennessee Building Material Association's Group Insurance Trust Fund, Clarence L. Carmichael, of Knoxville, was elected. At a subsequent meeting, the fund's trustees voted to include a \$1,500 poliomyelitis expense benefit for each employee and dependent insured under the Group Plan at no additional cost to them.

Alabama Dealers Retain All Officers for '52

The Alabama Building Material Exchange held its annual meeting and banquet in Birmingham January 8. Speaker for the evening was Hugh Bigler, executive vice-president of the Birmingham Chamber of Commerce, whose talk

another **HOMASOTE FIRST**—designed to reduce the cost of building

Which of these **WATER PROBLEMS** are you facing today?

- in concrete walls
and floors below grade (AS-1)?
- in block walls and concrete floors
below grade on exterior surfaces (AS-3)?
- in masonry block walls
below grade on interior surfaces (AS-4)?
- in brick and stone mortar (AS-5)?
- in concrete floors
for industrial use (AS-2)?
- in all exterior
stucco finishes (AS-6)?
- in masonry paint
on masonry surfaces (AS-7)?
- in restoring existing concrete (AS-8)?



We invite you to write for Specification Data Sheets designed to meet any or all of the above conditions. We offer products and methods which have effected quick, economical and lasting results—on many different types of applications—over a period of years. (Obviously, we do not guarantee results—site unseen.) . . . Let us send you—without obligation—as many of these Specification Data Sheets as apply to your current problems. If they prove interesting, we invite the opportunity to present applicable case histories and to work with you on your current problems.

NOVA SALES Co. TRENTON 3, N. J.



A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels; $\frac{3}{8}$ " underlayment for $\frac{1}{2}$ " linoleum and wall-to-wall carpeting.



Another group of **NOVASCO PRODUCTS**



NOVA SALES CO., Trenton 3, N. J., Dept. 12A

Without obligation—send Specification Data Sheets checked below.

- | | | | |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> AS-1 | <input type="checkbox"/> AS-2 | <input type="checkbox"/> AS-3 | <input type="checkbox"/> AS-4 |
| <input type="checkbox"/> AS-5 | <input type="checkbox"/> AS-6 | <input type="checkbox"/> AS-7 | <input type="checkbox"/> AS-8 |

NAME.....

ADDRESS.....

CITY & ZONE..... STATE.....

My lumber dealer is.....

was entitled "On Our Own Steps."

Officers re-elected included W. Thornton Estes, Birmingham, president; Clyde Bear, Montgomery, H. H. Caldwell, Birmingham, W. P. Dilworth, Huntsville, Kelly Hyche, Jasper, and Wright Smith, Mobile, all vice-presidents; Louis Meer, Birmingham, treasurer, and Peter Fyfe, Birmingham, secretary.

Estes doubles as NRLDA director, and Mary K. Harless continues as executive secretary.

West Virginia Dealers Choose Lantz Again!

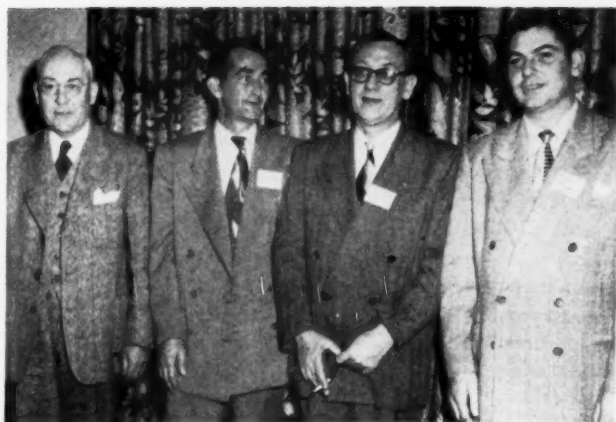
Clifford L. Lantz, president of George A. Weimer and Sons, Inc., St. Albans, will assume office as president of the West Virginia Lumber and Builders Supply Dealers Association on March 1. He was elected to succeed Charles B. Badger, of Parkersburg, at the group's 39th annual convention in Charleston on January 8.

Lantz served as head of the group in 1940, when he was located at Logan. So, he is the fifth dealer to be honored by election for a second term as president of the West Virginia Lumber and Builders Supply Dealers Association. The other four "two-termers" were W. E. Minter, Huntington; C. G. Conaway, Fairmont; M. B. Spriggs, Weston, and Charles P. Thorn, Morgantown.

New directors include J. C. Borden, Bluefield; Fred C. Savage, Charleston, and Ralph B. Thorn, Morgantown. The treasurer, secretary, and national director of the West Virginia association will be elected at a board meeting on March 1.

Speakers at the convention, held at the Daniel Boone Hotel, included H. R. Northup, executive vice-president of NRLDA, Washington, D. C.; Gates Ferguson, advertising director of the Celotex Corporation, Chicago; Edward G. Gavin, editor of *American Builder*, Chicago, and William Tolliver, president of the Tacoma-Piece Lumber Company, Tacoma, Wash. Tolliver was the speaker at the banquet which, with dancing, brought the two-day meeting to a close.

Ferguson urged West Virginia dealers to back up national advertisers by placing their own ads in local newspapers with a national angle or tie-up. He said that six billion dollars worth of advertising of new homes and residential im-



Officers of the West Virginia Lumber and Builders Supply Association are seen above following their election at the Charleston convention. From left, the foursome includes Secretary Sam H. Diemer, Fairmont; retiring President Charles B. Badger, Parkersburg; new President Clifford L. Lantz, St. Albans; Dan E. Wagoner, Huntington, new vice-president. Badger was elected a vice-president for the new year beginning March 1, and so were Earl Lilly, Beckley; J. Paul Findley, Weirton; and Les Hahner, Logan.

provements has been planned for 1952.

Gavin and Northup both dis-

cussed the effects of federal controls on business in general and light construction in detail.

OKLAHOMANS LAUNCH YARD TRADE SCHOOLS

A TRADE SCHOOL for Retail Lumber Yard and Counter Personnel is being offered by the Oklahoma Lumbermen's Association in cooperation with the Oklahoma A and M Tech School at Okmulgee.

R. A. Parker, OLA president, stated that this school does not aim to turn out store managers, but to help those who want to start at the bottom of the industry and work their way up.

In the picture here, Parker holds a piece of millwork as he and

OLA's educational committee inspect the carpentry and cabinet department at A and M's Tech School.

A and M supplies teachers for academic courses and the lumbermen's association supplements with lectures by industry men.

The school has two divisions. Young men and women with no experience enroll in a year-long course in the Trade Preparatory Division. Those with more experience enroll for eight weeks to study those subjects that they need



SOUTHERN BUILDING SUPPLIES for FEBRUARY, 1952



Another great profit-builder from



UNITED STATES PLYWOOD CORPORATION

first came lumber...



then plywood and hardboards...



now comes

novoply*

Lumber dealers!

Here's the most modern and versatile forest product developed in years! It's *real* wood—yet unlike anything you've ever seen. It's the flattest paneling ever produced—virtually warp-free. Light in weight . . . spectacularly beautiful . . . priced right, to be one of your biggest sellers.

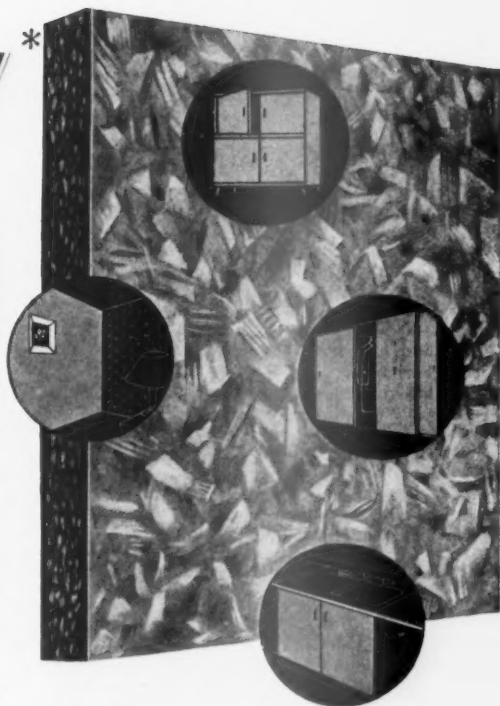
Novoply is an ideal NEW material for fixtures . . . wall paneling . . . sliding doors . . . really distinctive built-ins . . . and many other building uses still to be developed.

Novoply can be easily worked with ordinary woodworking tools. It can be sawed, screwed, planed . . . stained, painted, veneered . . . or left natural.

You'll have to *see* this new wood paneling . . . and *feel* it . . . before your imagination can fully grasp its great possibilities for you and your customers.

So send for a *sample* of Novoply and new descriptive booklet . . . *today!*

*U. S. Reg. Patent; Other Patents Pending.



NOVOPLY 

Made by **UNITED STATES
PLYWOOD CORPORATION**
Largest Plywood
Organization in the World



UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

SBS-2-12

Please send me a sample of NOVOPLY and descriptive booklet.

Name

Address

City Zone State

to review or that fill gaps where experience is lacking. Enrollment starts each eight weeks during the year. The next enrollment period starts March 3.

Commercial courses include: business English, business letter writing, penmanship, typing, business machines, business law, insurance, lien laws, real estate, finance, collections, labor laws, merchandising, economics, business arithmetic, accounting, and stock control.

Light construction: cost estimating, carpentry, cabinet making, draftsmanship, free-hand drawing, blueprint reading, building materials, wood, metal, glass, wallboard, millwork, paint, concrete, clay products, interior decorating.

Human relations: personnel, customer courtesies, salesmanship, business ethics, public speaking.

More details on tuition, room, and enrollment can be obtained from OLA offices at 815 Leonhardt Building, Oklahoma City, Okla.

Enrollment Growing in Four-Year Lumber Course

There are 47 students majoring in building materials merchandising this term at Texas A and M College. This four-year course is conducted with the cooperation of the Lumbermen's Association of Texas.

Several of the students come from old Texas lumber families, but the majority of them chose this college major because of interest in the industry.

Anyone interested in interviewing some of the building-materials students for future positions can make arrangements through Jack D. Steele in the college's Department of Business Administration.

Virginians to Hear About "More Trees"

People attending the convention of the Virginia Building Material Association in Roanoke, February 13-15, will be told how they can produce "More Trees for Virginia" by William E. Cooper, executive director of Virginia Forests, Inc.

Registration, inspection of displays, and a directors meeting are scheduled for the first day.

A luncheon on Thursday for delegates and wives will launch the first group activities of the convention. Cooper will speak on

"More Trees for Virginia." Other speakers Thursday are Norman P. Mason, former NRLDA president, and Dr. Walter S. Newman, president of Virginia Polytechnic Institute.

After an "early bird" breakfast on Friday, dealers will have an opportunity to air any special problem they have and get the opinions of industry leaders.

This Problems Forum Session will feature a panel of 14 specialists, including Maurice Large, Jack Parshall, Albie Barksdale, Lee Bartholomew, Martin Coffey, E. R. English, L. H. Littlefield, E. J. Metzler, Donald L. Moore, C. T. Parsons, C. W. Perry, D. W. Rains, and H. Powell Seward.

Speakers for the final afternoon session are Clyde A. Fulton, NRLDA president, and Fred H. Ludwig, president of Merritt Lumber Yards, Inc., Reading, Pa.

George Hamilton Combs, Jr., United Nations correspondent, will give his views on "Today's Changing World" at the banquet.

Redrup Heads Warm-Air Heating Association

W. D. Redrup, board chairman of the Majestic Company, Huntington, Ind., is the new president of the National Warm Air Heating and Air Conditioning Association. He was elected to the recent 38th annual convention in Cleveland, Ohio.

Other new officers are: first vice-president, C. B. Phillips, Surface Combustion Corporation; second vice-president, G. W. Denges, Williamson Heater Company; and re-elected, George Boeddener, secretary-treasurer and managing director.

The chain of sales started by the completion of every new building or home was emphasized by R. N. Jones, advertising manager of the *Magazine of Building*. "Almost every new sale of a building," he pointed out, "started as many as 16 other traceable shifts in residences—almost every one resulting in the purchase of new furniture, rugs, draperies, appliances, and often even new cars."

One of the principal speakers, Senator Everett M. Dirksen, pointed out that England went bankrupt in 10 years. He warned that if the same thing happens to us, there would be no Marshall Plan to lend us money.



Shingles Help Free Cars

Here's a tip for building material dealers to pass on to the public that should "win friends and influence people":

The motorist who carries a few asphalt shingles in the trunk of his car won't have much trouble working the car free when it gets stuck in snow or ice. An asphalt shingle slipped under an automobile tire will keep the wheel from spinning.

The top side of the shingle should be up when it is placed under the tire. The mineral granules on the top supply a rough surface for the tire tread to grip.

The granules are little bits of stone, which are embedded in asphalt roof shingles for several reasons. They add to the wearing qualities of the material. Because stone won't burn, they increase the natural fire-resistance. They provide the means by which the roofing is colored.

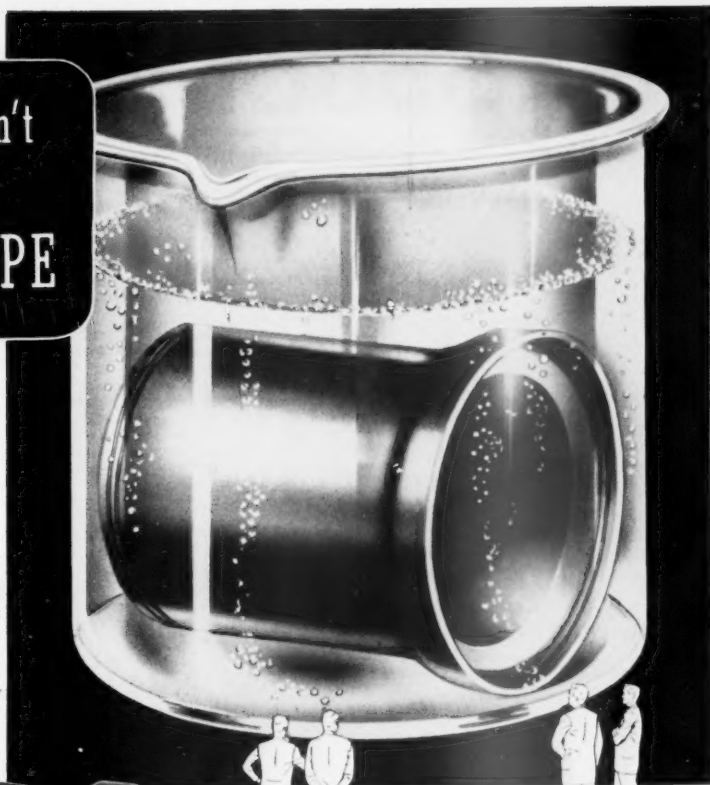
Southern Pine Association Receives ECA Honor

The Southern Pine Association, New Orleans, La., received a Certificate of Cooperation last month from the Economic Cooperation Administration in recognition of its support of American-European efforts to strengthen free nations against communism.

The certificate commends SPA for "furnishing technical assistance to the peoples of the Marshall Plan countries to aid them in maintaining individual liberty, free institutions, and peace."

This is the second major government award SPA has received. The first, in 1944, was for service during World War II.

acids don't
affect
CLAY PIPE



OCONEE Clay Products are dealers' products. You have an "All-the-Way-with-Clay" source of supply when you handle OCONEE's *Full-line* clay products. OCONEE Clay Pipe needs no pampering. Clay pipe is the only sewer and drain material impervious to acids, alkalies, gases, corrosion and rust . . . can be stocked outdoors. Clay NEVER wears out. For Quality you can Trust . . . Clay Pipe is Must.

O C O N E E
CLAY PRODUCTS
COMPANY

MILLEDGEVILLE, GEORGIA

SPECIFY

Vitrified

CLAY

PIPE

CLAY PIPE DATA

Send for your copy of OCONEE's Booklet "After 40 Years". Fully illustrated. A catalog of OCONEE Clay Products.



PRODUCT PARADE



20—Three-Sided Fireplace

A heat-circulating fireplace unit that is engineered in steel to provide good comfort and a view of the fire from both sides as well as the front is now offered by the Superior Fireplace Company, 1708 East 15th Street, Los Angeles 21, Calif.

Known as Model M Heatform, this Swedish-style steel unit is designed to have masonry walls built around it in installations where it is desirable to have either or both sides of the fireplace open.

Each Model M unit is provided with two cold-air inlets and two hot-air outlets. Free catalog sheets are available with full specification and installation details.

21—Improved Attic Stairway

The Precision Parts Corporation, 402 North First Street, Nashville 7, Tenn., has added lifetime, factory-packed roller bearings to their Precision attic stairway.

These new bearings make raising or lowering the stairway practically effortless.

This disappearing stairway has safety treads on each step. The panel closing the attic opening is insulated to prevent loss of heat to the attic. Anyone who can use a hammer can install such a stairway, according to the makers.

other sizes will be available later.

Duolux is made in standard and tempered grades. The tempered grade is recommended for all applications involving wear, high or extremely fluctuating humidities, and exposure to the elements.

24—New Painting Aid

The Paint Boy — made by the Norloc Division, Norton Laboratories, Inc., Lockport, N. Y. — is a combination brush rest, paint wiper, and can carrier.

It consists of a plastic lip and

22—Paint Brush "Special"

To commemorate its 60th year of manufacturing paint brushes, David Linzer and Sons, Inc., 10-20 Astor Place, New York 3, N. Y., is offering a specially-priced line of 70-30 blend paint brushes.

This Banner line recently passed rigid inspection by the Navy Bureau of Ships.

Banner brushes are made in sizes of 3, 3½, and 4 inches, with a 4-inch trim on each.

23—S-2-S Hardboard

The Masonite Corporation, 111 West Washington, Chicago 2, Ill., now makes a hardboard that is smooth on both sides.

Called Duolux, this new hardboard is made in widths of 1/8 and 3/16 inches. Panels are 4 by 8 feet, and



For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

- | | | | | |
|------|------|------|------|------|
| 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 32 | 33 | 34 |
| 35 | 36 | 37 | 38 | 39 |
| 40 | 41 | 42 | 43 | 44 |
| 45 | 46 | 47 | 48 | 49 |
| 50 | | | | |
| S-12 | S-13 | S-14 | S-15 | S-16 |
| S-17 | S-18 | S-20 | S-21 | S-22 |
| S-23 | S-24 | S-25 | S-26 | S-27 |
| S-28 | S-29 | S-30 | | |

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

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POSITION _____

FIRM _____

MAIL ADDRESS _____

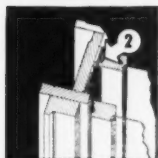


More Than Ten Years of PROVEN SATISFACTORY SERVICE

WEATHER **Thrif-T** WINDOW
STRIPPED UNITS



BALANCES



SIDE

Detailed
Instructions
are included in
EVERY Shipment.

Time-Tested Thrif-T Weatherstripped Window Units have proven their dependability through more than a decade of satisfactory service.

Factory fitting, plus overhead life-time balances and FULL WIDTH metal weatherstrip on which sash slide freely make Thrif-T the easiest window to operate and the easiest window to sell. (See cuts 1 and 2.)

- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING OR PLANING).
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER to SQUARE in WALL.
- ONLY TWELVE MINUTES to INSTALL WINDOW.
- WINDOW FITS FRAME in GOOD WEATHER and BAD.
- WINDOW SLIDES on METAL — this, plus SUPERIOR BALANCES, makes Thrif-T the EASIEST of ALL WINDOWS to OPERATE.
- TREATED for LONG LIFE.



HEAD



SILL

Install in Twelve Minutes

NO
PLANING
or
SAWING

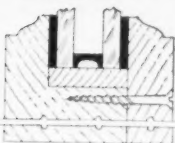


Thrif-T
UNITS
FIT

Thrif-T
DeLuxe
PICTURE
WINDOW
UNITS
CASEMENTS
4 LT. or 8 LT.

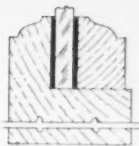


- Casements at side provide FULL VENTILATION and blend perfectly with any type of double hung window.
- Unit comes complete — screens are included, even the stool and apron are included. No hardware to buy.



For Glazing with Thermo-pane or Twinow Glass.

- Casements come assembled—hardware installed—assembly can be completed in one half hour.
- Treated for long service life.
- Fits any type wall — frame, brick veneer or masonry.



For Glazing with Double Strength, Crystal Sheet or Plain Plate.

Here
are
More
Outstanding
Values
in
**Thrif-T
WOODWORK**
for the
HOME
•
Carried
in
Stock

- Thrif-T PICTURE WINDOW UNITS
- Thrif-T RIBBON UNITS
- Thrif-T TWIN KITCHEN CASEMENT UNITS
- Thrif-T TWIN CASEMENT UNITS
- Thrif-T BASEMENT UNIT
- "4 in 1" ENTRANCE FRAME
- "10 in 1" ENTRANCE FRAME
- No. 1332 ATTIC LOUVRE
- E-Z-UP OVERHEAD GARAGE DOOR UNIT
- E-Z-UP-9 OVERHEAD GARAGE DOOR UNIT
- Thrif-T TRIM
- Thrif-T "8 in 1" MANTEL
- MT. VERNON MANTEL
- Thrif-T WARDROBE
- No. 960-R CORNER CHINA CASE
- Thrif-T DISAPPEARING STAIRS

Write for Name of
NEAREST JOBBER

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Thrif-T
WOODWORK
for the HOME



Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

wire handle that fastens to the top of an open paint can. It is made in two sizes to fit quart and gallon cans with suggested retail prices of 45 and 89 cents.

The Paint-Boy prevents paint from running down the sides and keeps the groove for the can top clean so that an air-tight seal can again be obtained when the top is replaced. It makes a handy brush wiper and handle for carrying the can.

25—Portable Window Fan

The Westinghouse Electric Corporation, Springfield, Mass., has added two new electric fans to make 10 models in its 1952 line of fans.

Model 16WF is a combination window fan and desk fan. It snaps out of a panel to be used as a portable fan.

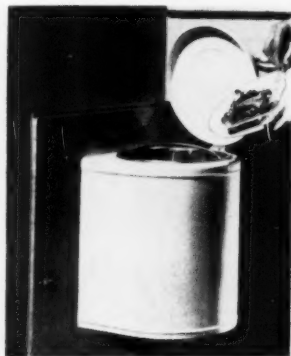
It is said to deliver enough fresh air every two minutes for a fresh supply in two 10x13-foot rooms.

In the window, this fan does not interfere with normal opening and closing of window sash. The steel window panel is adjustable for widths of from 24 to 36½ inches.

A 16-inch floor model fan, the 16DA Debonaire, circulates 2,700 cubic feet of air a minute. It stands 20 inches high and has a flat top surface 22 inches in diameter so that it can double as a coffee table. A wood-grain finish plastic serving

tray is available as an accessory. It can be tucked away beneath the top of the fan when not in use.

26—Garbage Container



A new garbage container that fastens to the inside of kitchen-cabinet doors is offered by the Leigh Building Products Division of Air Control Products, Inc., Coopersville, Mich.

When the base cabinet door is opened, the container swings out for use and the top pops up automatically. When the door is closed, the top closes tightly and the container is out of sight. A simple trip mechanism operates the cover to prevent it from striking the cabinet front.

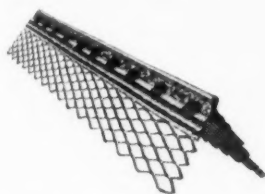
The inner container holds 10 quarts and is removed for emptying. The unit is of heavy-gauge metal. The outer container is finished in white enamel.

27—Wallpaper Brush

A new wallpaper brush with plastic bristles is made by Empire Brushes, Inc., Port Chester, N. Y. The handle is of wood. A quick dipping in warm soapy water cleans the brush.

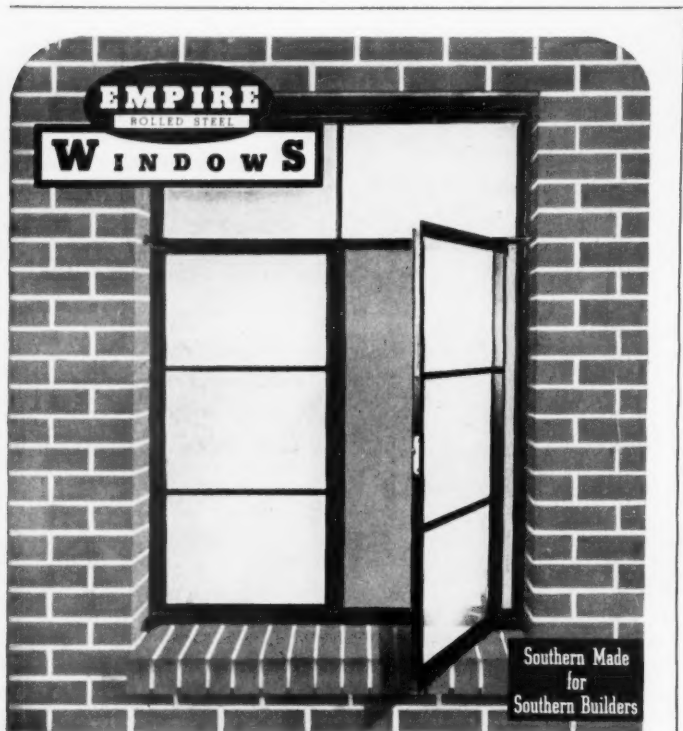
These bristles are of Bakelite styrene monofilament for greater tensile strength and abrasion resistance. They are said to outlast ordinary brushes five to one.

Resistance to chemical action of strong soaps, hard water, mold, mildew, and oils keeps the Empire plastic bristles from rotting or matting.



28—Metal Corner Bead

An improvement in the Milcor Super-Ex metal corner bead has been announced by the Inland Steel



A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

Residence Casements •

Architectural and Commercial

Awning Windows • Commercial

Projected Windows • Pivoted

Windows • Security Windows

Products Company, 4157 West Burnham, Milwaukee 1, Wis.

This feature permits heavier thicknesses of plaster next to the bead itself. It is said to offer the rigidity of a solid wing and the plaster reinforcement of expanded metal.

Made of a single piece of galvanized steel, the new Milcor Super-Ex corner bead has a solid section that is double-fluted the full length of the bead. A full 1½ inches of expanded metal running along both wings simplifies installation.

Wings are formed at a minimum angle of 60 degrees for a spring fit on 90-degree corners and for adaptability to specified grounds.

29—Packaged Weatherstrip

National Guard Products, Inc., 540 Jackson Avenue, Memphis, Tenn., announces Jack Frost packaged weatherstrip.

Made of wool felt and rust-proof white metal, Jack Frost can be used to weatherstrip any type of door or window, double hung or casement.



It also is used to make storm sashes weathertight and as a screen-door silencer.

Jack Frost is applied with a hammer and snips. It comes attractively packaged in cartons of 18-foot rolls.

30—Fluorescent Materials

Ultra-Violet Products, Inc., 145 Pasadena Avenue, South Pasadena, Calif., announces a new line of materials that glow under ultra-violet or black light. They are suitable for displays, caution signals, and other uses.

These materials include wire, yarn, ribbon, crayons, pastes, powders, fabrics, papers, cardboard, and assorted colored sands. To use with these materials, the company offers Blak-Ray tubes and fixtures that plug into standard light sockets. They are made in various sizes and wattages.

Also available are "invisible" water colors that appear white to cream and glow in their identified colors under Blak-Ray light. One type of paint can be wiped off glossy surfaces, such as window glass, and thus used for temporary displays.

31—Cedar Shingle Nails

The Nichols Wire and Aluminum Company, 1725 Rockingham Road, Davenport, Iowa, announces that the Red Cedar Shingle Bureau has approved the use of aluminum nails

SELLS ON SIGHT!

Amazing New

Keystone
ALUMINUM FRAMELESS TENSION SCREENS

Easy to Install



Easy Handling



No Rust—No Painting



LOW COST—
LOW UPKEEP!



NEW COLORFUL DISPLAY makes sales on the spot! More merchandising helps available including folders, newspaper ads, mats, etc., to help you cash in with Keystone!

It's a MONEY-MAKER for you—this revolutionary new KEYSTONE Aluminum Frameless Tension Screen! Cash in on today's great market—thousands of homes with double-hung windows need full length window screens. Keystone is the answer—a low cost, top-quality, new type of screen that appeals to your customers ... and sells fast!

You sell the COMPLETE screen, available in standard and special sizes. The user gives you width and height measurements and he can install complete unit in a few minutes. Sells on sight with these advantages: adjustable sill bar for tight fit on uneven windows, five strand selvage, easily replaced screening, low first cost and low upkeep, neat appearance.

Profits for You!
SEND COUPON FOR DETAILS!

KEYSTONE WIRE CLOTH CO.
Dept. B-15, Hanover, Penna.

Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm.....

Attn. of.....

Street.....

City.....State.....

for application of cedar shakes and shingles to prevent stains.

This approval followed research done by the Aluminum Research Laboratories. Tests proved that aluminum alloy nails were highly resistant to attack by the constituents leached from red cedar and that the nails did not react to produce stains.

32—Hollow-Core Flush Door

Novidor is the name of a new low-priced line of hollow-core flush doors made by the Young Wood Products Company, Novi, Mich.

Use of Southern hardwood veneers is said to be responsible for the low price. These veneers will take paint or varnish.

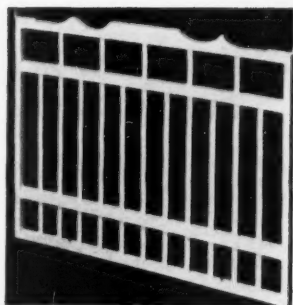
33—Wallpaper Paste

The Beardon Company, 7425 Page Street, St. Louis, Mo., announces Supercel, a non-staining cellulose wallpaper paste.

The manufacturer claims that excess paste can be wiped off without leaving a smudge mark.

Once mixed, Supercel does not need re-stirring and does not get lumpy. It dries slowly to allow time for matching wallpaper patterns. It is easily removed from tools. It is said to be unaffected by temperature, mildew, or vermin.

One 7-ounce package makes about 1½ gallons. A 28-ounce size is made for contractors.



34—Adjustable Door Grille

The Macklanburg-Duncan Company, Oklahoma City 1, Okla., offers a screen-door grille that is adjustable up to two inches.

Called Nu-Art, the grille is made of kiln-dried wood, lacquered in white. An L-shaped slotted bracket adjusts quickly up to two inches.

The grille comes in two sizes—W1 is 32 inches wide, W2 is 36 inches wide.

35—New Food Freezer

The General Electric Company, 312 West Liberty Street, Louisville, Ky., has introduced a new home freezer to head its 1952 line of refrigeration equipment.

Designated NA-11J, this new freezer is narrower in width by one foot yet has 11 cubic feet of storage space. It holds 389 pounds of food. It is said to fast-freeze up to 60 pounds of food within 24 hours.

It has a counter-balanced lid, adjustable temperature control, automatic lighting, and an outside light that signals proper functioning.

Four new refrigerator models have extra storage space provided by shelves recessed in the doors for small items. The freezer compartment in refrigerator-freezers maintains a temperature of zero and will keep food for a year. The fresh-food compartment never needs defrosting and maintains a humidity high enough to keep foods moist.

36—Quick Interior Paint

The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y., has introduced a ready-to-use rubber-base paint for interior walls and woodwork.

One coat of this "Gold Bond Velvet" is said to be sufficient under ordinary conditions. No primer is required for most surfaces.

The new paint dries to the touch in 20 minutes, and dries completely in one hour.

Available in 12 colors and white, the paint is said to be unusually resistant to cracking and chipping.

37—New Type Concrete Form

The Irvington Form and Tank Corporation, 20 Vesey Street, New York 7, N. Y., now makes a new concrete form that is said to combine

EASY TO SELL



For beauty, comfort, appeal and getting the job done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.

EASY TO INSTALL



Nothing to nail or screw down. Murray's But-a-a-flounder attic fan rides free and whisper-quiet in a cushion of foam rubber.

JUST DROP IN PLACE

Any one can install it. Simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.

DISTRIBUTORS



It's *Impossible* TO LOSE MONEY WITH A *Murray* FRANCHISE

Simply report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.

Murray

COMPANY OF TERRY

VENTILATING & WINDOW FANS

WRITE FOR PRICES, INFORMATION OR CATALOG

EXCLUSIVE SALES AGENTS • H. C. BIGLIN CO., INC. • 175 HARRIS ST. N.W. ATLANTA, GA.

the advantages of plywood with the rigidity of steel.

This Atlas Compo form consists of a plywood panel fastened with special rivets to an all-steel frame. Panels can be quickly reversed for re-use. Single panels can be removed without disturbing adjoining forms to permit easy installation of sleeves, boxes, pipes, and other members.

The form is made with panels ranging in size from 1 to 4 feet upwards. Atlas Compo forms may be rented or purchased.

38—Decorative Flush Doors



The Angel Novelty Company, Fitchburg, Mass., offers 48 styles of decorative exterior flush doors in two sizes — 2'8" and 3'0" by 6'8" and 1'4". These doors are designed for ranch houses, apartments, and colonial type homes.

These solid-core doors are faced on both sides with exterior grade birch or fir. They may be hung either right or left.

The Angel company's advertising during 1952 features a "Door of the Month" each month for special emphasis.

39—Portable Window Fan

The Lau Blower Company, 2010 Home Avenue, Dayton 7, Ohio, has introduced a new 20-inch window fan that doubles as a table fan, Model 2052.

The fan fits in a panel that is easily applied to sash-type windows. This panel adjusts to fit windows from 30½ to 39 inches wide. It does not interfere with raising or lowering the window.

To reverse the direction of the air, the fan is placed in reverse position in the panel.

The three-speed fan moves 2,500 cubic feet of air a minute at high speed. The metal case is 22 inches square, 5¼ inches deep, and weighs 25 pounds. The hub of the fan blade is mounted in rubber for quiet operation. Guards on the front and back make it safe around small children.

40—New Floor Covering

Seventy-one new floor- and wall-covering patterns feature the Sloane-Blabon smooth-surface line for 1952. One of the new patterns, Fineline, utilizes fine lines of contrasting colors to give a tone-on-tone effect.

Trenplastic is also introduced. It is a printed floor covering with a plastic surface coating.

All lines of printed floor coverings, linoleum, and tile are available in a wide variety of patterns and colors from the Sloane-Blabon Corporation, 295 Fifth Avenue, New York 16, N. Y.

41—Kitchen Cabinet Line

The Kitchen Maid Corporation, Andrews, Ind., now makes its line of metal kitchen cabinets with a natural-wood finish.

Drawers are of polished aluminum. Doors are equipped with cushioned silencers. Both base and wall cabinets have been designed to accommodate new built-in range and oven units. A new small base cabinet is designed to hold an electric mixer.

Other available accessories include swing-out shelves, towel driers, tray compartments, and vegetable drawers.

Besides the new natural-wood finish, Kitchen Maid cabinets are made

in bright green, yellow, blue, light green, gray white, and sand for colorful kitchens.

42—Concealed Sash Balance

The Turner and Seymour Manufacturing Company, Torrington, Conn., has improved its Hidlift sash balance, a completely concealed unit for double-hung windows. It is made with an attaching bracket of the "L" and "cup" type.

According to the makers, it is the only sash balance that can be adjusted with an ordinary screwdriver during and after installation without removal of screws or detaching the balance from the sash.

The coiled spring is housed in a



LUMBERMEN EVERYWHERE are reporting genuine customer enthusiasm for asphalt shingles in pastel colors. And our customers tell us Old American pastels are really going over big.

That's why, if you haven't already seen them, you ought to investigate these new Old American pastels in pastel colors. They're three-tab strip shingles of typically high Old American quality, and they are available in four pastel tones—red, green, blue, and brown—especially blended to harmonize with exterior colors. We'll be glad to send you free full-size color samples. Just drop us a line. No obligation, of course.

SEE OLD AMERICAN PASTELS AT YOUR CONVENTION

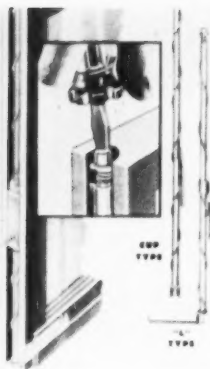
These lovely new Old American Asphalt Shingles in pastel colors are the featured attraction in our display at the Louisiana Building Material Dealers' Association in New Orleans, March 19, 20. (Booth No. 15)



Manufacturing quality Asphalt Roofing and Siding for 31 years . . .

AMERICAN ASPHALT ROOF CORPORATION

- Kansas City
- East St. Louis
- Salt Lake City
- Fort Worth



dust-proof and pre-lubricated tube. The Hidelift units are made to fit a wide variety of sash sizes and weights.

43—New Heat Circulators

The 1952 line of the Stiglitz Furnace and Foundry Company, Louisville, Ky., features a new series of gas circulating heaters, called Superliners. Their BTU capacities are 30,000; 40,000; 55,000; and 70,000.

The new circulators have a heat-resistant silicone finish. The lines of the units are designed to blend with modern or traditional furniture.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 70

S-12. The Totrust line of rust inhibitors now includes a **combination rust inhibitive primer and finish coat**, said to dry normally within 15 minutes. For interior or exterior use, it can be applied even to smooth aluminum and galvanized surfaces.

S-13. Ranetite is a new silicone-base **water repellent** for exterior, above-grade masonry. It penetrates deeply without sealing pores. Invisible, it doesn't affect appearance.

S-14. The Dependable universal **cutter grinder**, model 106-A, permits any angle grind to be made by a single adjustment. The table can be operated easily by means of a hand wheel and travels a full 20 inches on ball-bearing ways. Each end of the table has spring-loaded stops.

S-15. A new narrow width Key-mesh corner and **joint reinforcing** is said to combat cracks and separations in plaster. It is strong, yet pliable enough to be formed easily by hand over a plank. It can be cut with ordinary snips on the job. Smooth salvage won't tear clothing or hands.

S-16. Elmer's Glue-All polyvinyl-resin **glue**—formerly called Cascarez—is again available in 1-gallon and

5-gallon containers. It is used for light-duty wood-to-wood applications.

S-17. Roc-Wood is a new **flooring material** that is laid with a trowel. It covers worn, cracked, and rutted floors of concrete, wood, asphalt, and composition material—without an underlayment. A combination of wood, chemical, and plastic, it dries with a smooth, skid-proof, "practically indestructible" surface.

S-18. A new **interior cedar panel**, Cedar-Ridge, has a rich, reddish-brown natural color. Ridges and grooves are unevenly spaced in its parallel-line design, keeping it animated. Ridge tops are machined to resist splintering.

S-20. To make installation easier and to save steel, Youngstown Kitchen wall cabinets now come with new **3-inch hanger bars**. They are placed at the studs only, instead of across the full width of the cabinet.

S-21. The Millers Falls No. 870 standard **industrial sander** weighs 7½ pounds, is 7 inches wide. In addition to standard wheels, discs, and brushes, it can be used with laminated phenolic grinding wheels and discs. Wire cup brushes and other accessories are available.

S-22. New Stanthony kitchen **ventilating hood** fits under standard wall cabinets. Back panel extends down to top of the range. The Provincial style has a scalloped design in copper baked enamel finish. The Aristocrat model is plain, with white baked enamel finish. Cabinets conceal blower unit and vent.

S-23. Makers of Red Devil floor conditioning machines announce **lower prices**. These apply to the model FP-23 home floor polisher, model FP-11 heavy-duty rental and household floor polisher, and the No. 444 floor sander.

S-24. Twelve-inch functional **glass blocks** form the latest addition to the Pittsburgh Corning "55" line. Available in three patterns, the new glass blocks are designed for light control in critical seeing areas. They can be used in combination with the 8" blocks made by the company.

S-25. The Commander double-oven **electric range** is announced by Westinghouse. Model AC-774, the new range retains all the de luxe features of the 1951 models with refinements in style and design.

S-26. The new Red Devil counter merchandiser (No. A9) features a complete assortment of **Painters and glaziers cutlery** in a permanent wood display. The merchandiser is provided without charge with the assortment of 24 putty knives, 24 wall



Stock Penta Water Repellent Preservative in the pint, quart and gallon cans for your customers' home-repair jobs.

It's easy-to-use and highly effective, retarding damage to wood from moisture, termites, and rot. Write for prices and sales helps.



CHAPMAN CHEMICAL CO.
707 Derman Building
Memphis 3, Tennessee

scrapers, 30 wood scrapers, 12 sandpaper holders, 12 glass cutters, 12 razor-blade holders and 12 packages of glaziers' points.

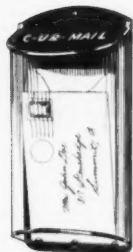
S-27. The Hopax Lock-Plug is a heavy-duty locking electric plug that can be secured in place. A metal adaptor plate with locking slots fits over the receptacle plate and is held in place with a center screw. The plug fits any standard twin receptacle.

S-28. Certified Rust Inhibitor No. 425 is a rust preventive paint that will dry in 10 minutes under normal drying conditions. Use of an improved formula makes the new paint resistant to salt air, fumes, and extremes in temperature. One coat provides sufficient covering for metal surfaces.

S-29. Hako Vinylflex is a new vinyl plastic flooring said to be unaffected by strong soaps, detergents, grease, oil, solvents, and moisture.

S-30. A new wall vent tube, the Morell Tube Vent, locks in place. This two-inch-long vent has an almost invisible 1/16-inch slot in the dome. Made of a lightweight non-rusting alloy, it comes in either serrated or threaded styles.

44—Plastic Mailbox



The Campro Sales Company, 1300 Fourth Street S. W., Canton 2, Ohio, announces a new plastic mailbox with a transparent front.

The back plate is of chip-proof styrene. The opening at the top is extra large for easy mail removal. The lid is slanted so moisture will drain off.

The large body—11½ by 5¾ by 2¾ inches—allows for magazines and oversize mail delivery.

The Campro Model 75 mailbox comes in black, gray, copper, and mahogany finishes.

45—Plastic-Finished Panel

Marsh Wall Products, Inc., Dover, Ohio, has introduced Marlite Hi-Gloss, a new low-cost wall and ceiling panel with a plastic finish. This glossy finish seals out dirt, grease, moisture, alkalies, and mild acids. It is cleaned with a damp cloth.

Marlite Hi-Gloss comes in plain, Horizontal, and tile patterns in a complete range of colors. The Deluxe panels have a polished mirror finish.

The Marlite line also includes Velwood and marble patterns.

46—New Mortar Tool

The Kakest Company, Curwensville, Pa., now offers a 1½-pound all-aluminum tool for applying mortar.

Called the Mortar Plane, it is said

to lay mortar on concrete or cinder block up to four times as fast as the conventional trowel method. It cuts down hand movements and mortar waste.

Gates at the base permit various thicknesses of mortar to flow evenly. A guide assures the user of fast, straight travel up to six blocks with one filling.

47—Masonry Protection

The Wurdack Chemical Company, St. Louis, Mo., makes a new transparent fluid silicone masonry water-repellent. Called Crystal, it is said to be practically unchanged by extreme heat or cold. It can be sprayed

on at any temperature. It prevents efflorescence, staining, and spalling. Since water runs off Crystal-treated masonry walls become almost self-cleaning.

48—Electric Humidifier

A new electric humidifier has been introduced by the Appliance Division of the Westinghouse Electric Corporation, Springfield, Mass. This 2-foot-high unit can be plugged into any 115-volt AC outlet and requires no special wiring or plumbing.

It is said to dehumidify an enclosed space up to 10,000 cubic feet.

It helps check mildew, molding, and rotting in homes; rusting of tools in workshops; swelling of doors, and

Dozens of Tileboards

but only ONE...

Grani-lite

RESEMBLES GRANITE
DECORATIVE WALLBOARD

Only Grani-lite has

the beautiful new decorative color tones that resemble lustrous, polished granite.

Only Grani-lite has

that "something different" appeal that creates instant customer approval and acceptance.

Only Grani-lite has

created such wide acceptance and approval from Lumber Dealers. Those who are stocking it—are selling it—at a good profit. You can do the same. If you haven't seen *Grani-lite*, ask your jobber or write direct to our factory for samples. Use the coupon below.

Resembles Real Granite in 5 New Color Tones

- Apricot Blush • Sky Blue
- Dove Gray • Maltese Gray
- Sea Green

in 4 Popular Patterns

- Smooth Surface • Tile
- Parallel-line • Streamline

Distributed Through Lumber and Building Material Jobbers and Dealers

MAIL THIS COUPON FOR SAMPLES OF Grani-lite

SBS

☐ DEALER

☐ JOBBER

☐ BUILDER

Name

Company

Street

City State

Wallace
MANUFACTURING CO.
10th and Fayette, North Kansas City, Mo.

other nuisances resulting from moisture.

This electric appliance operates like an air-conditioning unit. Air drawn into the unit by a fan is passed over a copper-tubed evaporator. Moisture condenses on the cold tubes and drains into a 12-quart bucket. Dried air is then blown back into the room. The water can be piped directly into a floor drain.

49—Translucent Awnings

The Ray-O-Lite Corporation, 696 Greenwood Avenue, Atlanta 6, Ga., announces a line of translucent, shatter-proof plastic awnings.

Ray-O-Lite awnings are made of Corrulux plastic panels which keep out bright sun and glare, yet permit light to come in. They are made in white and pastel colors to blend with any architecture.

The frame of these new awnings is of polished, anodized, weather-resistant aluminum components. It is claimed that the frames will last a lifetime in all climates.

50—Acoustical Tileboard

Insulite, 500 Baker Building, Minneapolis 2, Minn., has introduced a new perforated acoustical tileboard called Acoustilite.

This board is made of tough Northern wood fibers. It is made in two types—a flanged tongue-and-groove-

joint type for application with staples or nails and a beveled butt-edge type for adhesive application.

The white surface has high light reflection and is easily cleaned with a damp brush or cloth. According to Insulite, Acoustilite may be repainted many times without loss of acoustical efficiency.

Corrulux Opens Five New Regional Sales Offices

The Corrulux Corporation, Houston, Tex., has opened five divisional sales offices to offer better service for users of its shatter-proof, reinforced plastics.

The Southeastern area will be served from Atlanta, Ga. Carl Olson manages this office.

P. W. Fisher heads the Southwestern division from the home office in Houston.

G. D. Jefferson serves the Northeastern area from Wilmington, Del.

The West Coast division offices in Pasadena, Calif., are managed by George Paradise.

Corrulux Midwest, Inc., has office and warehouse space in Des Plaines, Ill., near Chicago. L. V. Warner, Corrulux executive vice-president, heads this branch.

Committee Reviews Research on Oak Wilt

The National Oak Wilt Research Committee, composed of representatives of lumber-using industries, met January 7 in Memphis, Tenn., to review research that was started last year.

Chairman Leonard R. Steidel reported that in some areas there is no hope of eradicating this oak-killing fungus. In other areas, it is believed that research will catch up with the tree disease.

Steidel said that there now is positive identification of oak wilt. This fungus is believed to grow and form spores under the loose bark of logs or standing trees. Such birds as woodpeckers and sapsuckers and certain insects become smeared with these spores then spread the disease to trees far from the infected area, it is believed. Infection is possible through root grafts.

The problem facing scientists now is to find the weakest link in the chain of events involved in spreading oak wilt.

Oak wilt has been stopped by cutting the roots before the infection has passed through root grafts to other trees. When near-by healthy trees are of little value, they are killed with poison within a radius of 20 to 40 feet of the infected trees.

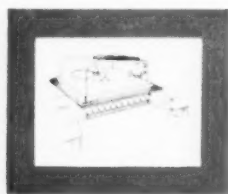
The U. S. Department of Agriculture and eight universities are joining in the study to fight oak wilt. A research program costing \$210,000 is underway.

Dealers' Customers Offered Free Decorating Help

A free interior decorating service is offered to customers of retail dealers who sell Temlok, Monowall, and Cushiontone interior finish materials by the Armstrong Cork Company.

The dealer gives application blanks to any customer planning to remodel an attic, basement, kitchen, or other room. The customer fills in pertinent information, such as the architectural type of the house, area to be remodeled or built, color preferences, sizes of rooms, and similar details.

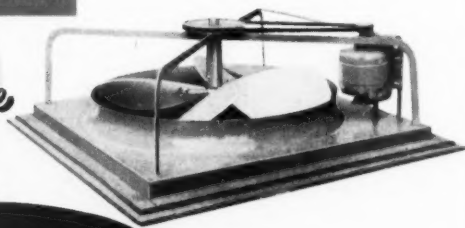
From Armstrong's Bureau of Interior Decoration, in Lancaster, Pa., experts send the customer complete color suggestions.



RanchHouse
Package Fan

in attic ventilation the right way is

WIND-WAY



SALES-PROVED

because

Designed to fit any type building easily, so that time, effort and installation costs are cut down to a minimum. WIND-WAY sets on the floor of the attic or trim of the well hole, is NEVER fastened in any way, yet moves MORE AIR quietly with absolutely NO NOISE or vibration. WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan.

WIND-WAY

FAN AND VENTILATOR CO.
531 St. Joseph St., New Orleans 12, La.

Write for descriptive
Bulletin No. 9150

FAST DELIVERY!

(From page 38)

The Coconut Grove yard was likewise discontinued because it proved too close to the main yard at Coral Gables.

This reduced Renuart operations to two places of business. But two new stores were opened late in 1950 — one at Biscayne Boulevard and 161st Street, to serve the northern Miami area, and the other yard at Perrine. This town is adjacent to the south campus of the University of Miami. Homebuilding has boomed in Perrine and it is also a rich farming section.

Seven brothers operate the Renuart chain. Denis V. Renuart is president. The other brothers and their jobs are Lucien L., executive vice-president; Adhemar A., secretary; Firmin P., treasurer; Amedee, Perrine branch manager; Omer R., office manager, and Leo Renuart, hardware store manager.

The Renuarts have recently completed a new addition to the Coral Gables headquarters plant. This is the air-conditioned, ultra-modern hardware store pictured on the front cover of this S*B*S and on page 38. The fixtures and display equipment all were designed and built in Renuart's millwork department. The Coral Gables and Miami Shores plants both have millwork shops.

The gondolas are built so that samples displayed on top and the packaged stock is on shelves below.

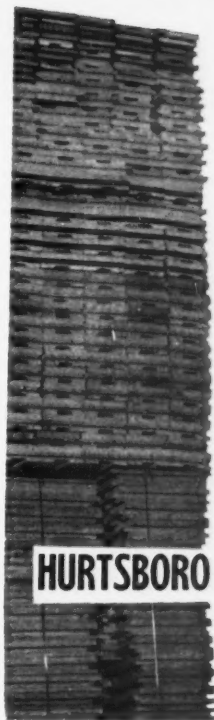
Each Renuart yard has its own set of books. Accounts are combined at the end of the year for income-tax purposes. Charge customers at one yard desiring to purchase items from another Renuart branch will be served by that branch, but the account will be handled by the branch in which the customer operates.

Purchases of merchandise for all Renuart yards are handled from the headquarters office in Coral Gables.

The business creed of the Renuart clan hangs in a large frame in the front offices. It reads:

"OUR IDEAL—

"To make well and trade fairly. To profit not alone in the good will of those with whom we deal. To correct our errors. To improve our opportunities and to rear from the daily work a structure which shall be known for all that is best in business."



OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6¾" and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

The ONE for your Job One-der metal door frame

- Solid welded miters • Double stud anchor clips • Rat sill knee
- Brass strike • Prime coated

One-der Frames work readily with all conventional forms of construction. There is no job-site assembly, no pieces to put together, no finish carpenter labor. Whatever your job, you will profit by using One-der Frames.



ONE-DER FRAME
Corporation

2109 Third Ave., North

Birmingham 3, Ala.



WHY SELL ONE



WHEN 3 SELL BETTER



Triple your chances of making a sale by stocking all three Cortland Brand Insect Wire Screenings. Preferred by homeowners because it comes in three popular price ranges, gives years of service, insures a better screening job. Meets U.S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths also available.

Due to material shortages, you may not be able to get immediate delivery on all types of Cortland Brand Wire Screening. However, place your order now — we'll supply your jobber as quickly as we can.

Cortland GRAY-WICK Popular all-purpose wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed" enameled finish.

Cortland BRONZE Rust-resistant. Unaffected by weather, salt air, acids, gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

Cortland ALUMINUM Won't rust or stain because it's made of aluminum clad wire. Strong and durable. Weighs less than half as much as steel insect wire screening.

FREE MERCHANDISING KIT!

Contains colorful streamers and folders to identify your store as Wire Screening Headquarters. Also Poultry Netting, Nail and Brad window streamers. Send for your kit today!



- POULTRY NETTING
- HARDWARE CLOTH
- NAILS & BRADS

WICKWIRE BROTHERS, INC.
Cortland, N. Y.

S. C. Forestry Picture

The Forestry Committee of South Carolina has released a colorful booklet entitled *South Carolina's Forests*. It summarizes significant trends revealed by surveys of the state's forest made in 1936 and 1947 and tells the story of wood-using industries of the state.

Charts and sketches make it easier to visualize the facts. The booklet was printed by the State Commission of Forestry, Columbia, S. C.

Madden Heads AFPI

James L. Madden was recently elected president of the American Forest Products Industries. He is president of the Hollingsworth and Whitney Company, Boston, Mass. Former President N. F. McGowin is now a member of the board of trustees.

Re-elected for the coming year were Col. W. B. Greeley, Seattle, Wash., chairman of the board; Walter J. Damtoft, Canton, N. C., and Clyde Martin, Tacoma, Wash., vice-presidents, and P. H. Glatfelter, Spring Grove, Pa., long-time treasurer.

CALL-BACK VISITS

(From page 39)

and steps up both newspaper and direct-mail advertising as soon as a new line goes in.

Two decades of supplying building materials have produced much good-will for the firm, so that Morris Brothers feels that it is scarcely necessary to keep "outside salesmen" in the territory. Timely mailings provide all farmers full information and literature on new appliances and prices about the same time the last REA circuit is tested.

When a new appliance has been installed, Terrell Morris or one of his salesmen calls back within the first week to "iron out the bugs" which the housewife may have encountered, and to teach her some uses which may have escaped her notice when the appliance was first demonstrated.

"Invariably we find that the housewife is not clear on several points," Morris pointed out. "And thus the call-back is always appreciated." Tricks in getting more efficiency from the oven or broiler

of a range, in more quickly freezing ice cubes or ice cream in the refrigerator, or in more economical operation of an automatic washer, are all welcomed.

Frequently the housewife is telephoned to expect the visit, and asked to invite a few neighbors over to witness the demonstration.

Thirty days later another call-back is made, for the same purpose, and also for making adjustments on the appliance.

During this second call-back—and the third, which is made within 90 days after the installation—the Morris Brothers representative has plenty of time to "size up" the kitchen and bathroom for additional sales possibilities, such as a garbage disposer, food freezer, dryer, and any other appliance the housewife may need.

The good-will built by the sequence of calls is usually effective in making these "add-on sales" under the Morris Brothers flexibility time-payment terms.

"The important thing in selling expensive major appliances to the farmer is never to rush him," Morris asserted. "Of course, we know most of our local farmers through long dealings in lumber and other building materials. Nonetheless, to keep appliances turning over, it is necessary to use the same type of selling methods as with complete strangers.

"Call-backs—and plenty of them—are the only sure-fire means of profitably selling one major appliance after another."

HOME REPAIRS

(From page 36)

brought thanks from many homeowners to the salesman who sold it.

"In recommending it, we advise the customer to have the size tile in proportion to the room — a small room should use small tile," commented Dinwoodie. "A larger room can take a larger tile."

Dinwoodie shows them how to put up the furring strips, leveling everything to the ceiling joists, and how to start corner tiles.

"We've had such enthusiasm over ceiling tile that we've had countless invitations from customers to drop around and see the results," the assistant manager remarked.

One customer who came in for

a 2-by-8, to replace a rotted wood joist in the porch flooring, was advised to take a knife and jab around the sill and to trim other joists for rotting.

This resulted in the replacement of the entire porch. The customer received complete instructions on procedure. He was cautioned to pull out pieces and measure and replace each as he pulled them out.

Eliff's has suggested and sold a number of heated workshops. On some jobs the salesmen have suggested skilled labor for certain phases of the work.

For customers interested in cornices, Eliff salesmen have several design suggestions. They will rip the plywood to proper length and width, and then scallop the edge. They have taught many women how to use a coping saw!

All materials sold are cut so that the home-owner frequently has nothing more than an assembly job to do. When possible, Eliff personnel steer clear of specially-cut moldings. Any questions arising after work has begun are handled patiently.

"We try to make our customers feel we will do anything we can for them — that nothing is too much trouble for us," concluded Dinwoodie. "That attitude and the fine job they have completed 'by themselves' are the best promotion Eliff's has."

MIRROR PROFITS

(From page 35)

At the end of the film, a four-page brochure with pictures from the film is suggested as a "take-home" piece. At least 30 minutes should be allowed at the end of each clinic session for questions. It is important to have as many styles of mirrors in stock as possible during such a clinic.

Probably the chief reason why lumber dealers have not promoted mirrors more in the past, asserts MMA's Executive Secretary Miss Minita Westcott, is that they were not familiar enough with such stock to feel qualified to push them for the volume that could be had.

Too many sales clerks in lumber yards, when questioned about mirror types and sizes, can only answer with a "Don't ask me, I only work here" attitude. First fumbling to find a catalog or two and then to find the right pages, such a clerk gives his customer the

attitude he is not qualified to give mirror advice.

Make sure that all salesmen know not only the selling points for all types of mirrors but the correct way to hang them safely. Knowing the price and model number of examples on display is not enough — be ready with suggestions for use of all types of mirrors.

To assure the personnel's "mirror education," one firm held nine evening meetings, which included dinner.

Such mirror promotions by the retail building dealer will have another advantage as a by-product: aimed specifically at women customers, this promotion will bring many women into the store for the first time. Besides befriending the store's well-stocked mirror department, these women become familiar with other needed home items stocked by the lumber dealer — floor wax, furniture polish, paints, brushes, tools.

And few women will pass a home-planning center or display offering free literature, without picking up a couple of pamphlets on home design or maintenance!

Weyerhaeuser Ads Show Forest Conservation

To better acquaint the American public with the steps being taken by the forest industry to assure the nation of a perpetual timber supply, the Weyerhaeuser Timber Company, Tacoma, Washington, has inaugurated a series of full-color national magazine advertisements telling the story of tree farms and wood utilization.

Monthly advertisements in the *Saturday Evening Post*, *Farm Journal*, and *U. S. News and World Report* will picture the wildlife which abounds on the tree farms of the Pacific Northwest. Illustrators are Fred Ludekens and Stan Galli, who have lived in the state of Washington and have an appreciation of the area's forests and wildlife.

The national advertising campaign is an extension of Weyerhaeuser Timber Company's Pacific Northwest public information program. For several years the company has made use of newspaper and radio advertising to explain its operating policies to the people of the Pacific Northwest.

Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

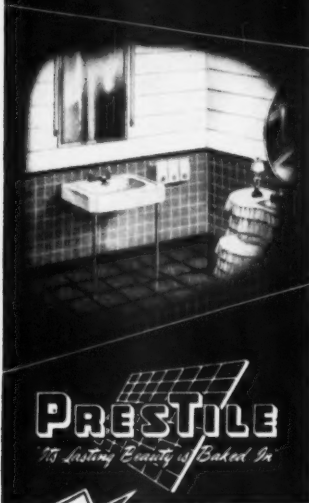
Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



Here's why
PRESTILE
is preferred

1. Always uniform quality
2. Permanent color retention
3. Tough durable finishes
4. Non-brittle, non-chipping
5. Permanent high gloss
6. Full range patterns, colors
7. Priced right for profits
8. Sales helps and displays
9. Nationally advertised
10. Wide consumer acceptance



Free Clip this handy memo to your letterhead and mail today!

S Prestile Mfg. Co. Chicago 50
5850 Ogden Ave.

Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard."

Your Name

Officers of the Carey Lumber Company, which operates eight lumber yards in Oklahoma, are seen here. Seated are President Charles D. Carey, left, and Vice-President and General Manager G. P. Sharpe. Standing is Frank E. Carey, Jr., secretary-treasurer, who since has returned to active duty in the U. S. Navy as a lieutenant-commander.



STORE MUSIC

(From page 34)

stocked materials were used from floor to ceiling. Special effort was exercised to make it easy for the customer to identify the materials used.

Outside, this Carey retail store got a complete new front. California redwood siding gleams alongside and above a broad expanse of backless plate-glass, which inclines inward for maximum display. The finishing outside touch is a planter box of native stone.

Inside the store, blended pastel colors are bathed in an abundance of soft fluorescent light to achieve an atmosphere of cheerfulness. Enhancing this atmosphere are the wide aisles and spaces and dispersion of merchandise displays.

Another singular feature for a retail lumber store is a long, inviting lounge of upholstered rubber foam, backed by a stone planter box. And nearby is a conference room for customers that features a variety of wall panels and tables of combed white oak, built in the Carey millwork shop.

Many of the fixtures used are Carey shop-built.

Carey officials are especially proud of the builders hardware display, which employs built-in glass shelving with upper-section sliding glass doors. Stock is stored in the lower section behind doors that demonstrate two popular items handled—a concealed hinge and hidden-touch latch.

Elsewhere along the walls are canopied open-display fixtures for hardware, hand tools, gardening

equipment, and hundreds of shelf items. One corner of the store is occupied by a complete kitchen.

Without an appearance of confusion and clutter, the Carey Lumber Company has on display practically the entire line. Flooring is asphalt tile. Ceiling is acoustical tile. Offices of Manager Edwin B. Jenkins and the yard superintendent feature Carey materials and so do public and staff rest rooms.

The sales counter, covering 150 square feet and located to provide maximum space for customers and salesmen, is faced on the outside with 16 different hardwood and softwood plywood panels. Wood of each panel is identified by a cast bronze nameplate.

For its opening, the Carey firm mailed 500 invitations for a special private showing, followed by 17,000 invitations for the general opening. Every half hour during the day a fine cigarette lighter was awarded as a door prize. Major prizes were awarded daily.

Officers include Charles D. Carey, president and son of the founder; Katharine Carey O'Connor, vice-president, and G. P. Sharpe, vice-president and general manager.

Charles D. Carey serves as president of both the Carey Lumber Company, which operates a string of eight yards in Oklahoma, and the Wm. P. Carey Lumber Company, operating five yards in Texas.

One feature of promotion is "Carey News," a 15-minute radio program, daily Monday through Saturday. Three radio stations are used for supplemental spot announcements. Additional promotion takes the form of forceful newspaper advertising.

Paper Company Offers FM Network for Defense

The Minnesota and Ontario Paper Company's FM radio network will be used for civilian defense. It already has served to remedy many emergency situations, in addition to its regular use in harvesting trees.

This high-frequency radio system has been incorporated into the Civil Defense organization of Minnesota and has been offered to Ontario authorities. Loggers can scan skies in the wilderness and report by radio the appearance of any aircraft over their remote areas.

The radio system already has been used in such emergencies as spotting forest fires, removing an inflamed appendix, and helping to trace a stolen car.

DRY LUMBER

(From page 33)

paper advertising. He reports good sales results from advertising on the industrial or business page that carries occasional pictures and articles on his theme that there's real dollars-and-cents economy in seasoned lumber.

"I tell my customers they can easily figure it out for themselves," he explains. "While it all looks the same when cut from a tree, there may be a vast difference in the lumber when it reaches its ultimate use.

"Green lumber means a lot of waste in construction, because of warp and splits. It also means additional lumber — and repair expense — when the green lumber has to be replaced after too few years' service.

"Seasoned lumber assures minimum waste in construction. Individual homebuilders, as well as large contractors, have found it actually pays to buy seasoned lumber. Aside from the ease of construction and savings in dollars and cents, there is the knowledge that seasoned lumber gives the home-owner a good deal. It is he who suffers most in the long run if the lumber in his new house is green.

"Contractors have found they can sell houses easier when they are advertised as being 'built with seasoned lumber.' Too many post-war home-buyers, unfortunately, know the tragedy of having a house built out of cheap, green lumber."

"We emphasize to customers that all of our lumber will bear testing with a moisture meter. Our well-rounded stock for home construction and repairs is kept dry in sheds. We carry both air-dried and kiln-dried lumber. We buy it only from member mills of the Southern Pine Association, direct, in carload or truck lots.

"Because the type lumber we stock naturally costs more than unseasoned lumber bought from small sawmills, we have to price it higher to the consumer. We are content to mark it up only what we consider is a fair profit."

Large contractors who build bet-

ter-class houses are among Butler's steady customers. Like many individual homebuilders, they are interested in putting good lumber in to their projects.

The Butler Lumber Company does no contracting. Upon request, however, they will recommend contractors and architects to home-building prospects. Butler also gladly advises builders in necessary construction steps.

"We are in the lumber business — not the construction business," Butler explains. "There is no sense in bidding against our customers who are contractors."

Incidentally, Butler offers contractors of housing projects a special service that is popular. The firm distributes lumber on the job so that it is always at hand. The carpenter or helper never has to walk "a half block" to get a board.

Study Concrete Savings

Ways to effect greater economy in design and construction and to build more durable structures will be the chief topics of discussion at the 1952 convention of the American Concrete Institute at the Netherland Plaza Hotel, Cincinnati, February 26-28.

Specific topics to be covered include pre-stressed concrete, durability and curing, ultimate load design, materials and properties, general design problems, construction.

A panel discussion will cover problems on small concrete jobs. An open session will be held on concrete and cement research.

more and more IT PAYS TO SELL

All year 'round, keep SISALKRAFT Products on display . . . you'll sell more, every month of the year, because there are so many varied uses in construction and on the farm. High quality . . . low cost . . . profitable turnover. Write for sales aids!



Nationally Advertised

FOR more and more
CONSTRUCTION AND
FARM USES

THE SISALKRAFT CO., Dept. 5B2, 205 West Wacker Drive, Chicago 6, Illinois • New York 17, New York • San Francisco 5, California

Every day

SISALKRAFT ADVERTISEMENTS

are telling contractors, architects, farmers and home owners to

"SEE YOUR LUMBER or BUILDING SUPPLY DEALER"

HELPFUL LITERATURE

Mostly free—some for a fee

"PHILIPPINE MAHOGANY For Churches" contains color photographs of Philippine mahogany used in the construction of church interiors. Various ways Philippine mahogany can be used for pews, altars, furniture, paneling, and pulpits are described and shown. The booklet is available from the Philippine Mahogany Association, Inc., 111 West Seventh St., Los Angeles 14, California.

WOOD PRESERVATIVES. treatment, and analysis methods used in the impregnation of wood for protection against destructive forces are covered in the latest manual published by the American Wood-Preservers Association. Standards for the purchase and preservation of forest products, inspection and care of treated wood, and conversion factors are contained in the 150-page loose-leaf handbook. The association address is 839 Seventeenth Street, N. W., Washington 6, D. C.

"ALUMINUM POWDERS AND PASTES" is an 84-page detailed manual on these various powders

and pastes, their characteristics, methods of control and testing, and uses. Free to officials requesting it on business letterhead. The Reynolds Metals Company, 2500 South Third Street, Louisville 1, Ky.

STEEL PRODUCTS. A new catalog, "This is International Steel," shows all International products and the special fabricating jobs handled. The International Steel Company, Evansville, Ind.

MATERIAL HANDLING GUIDE. "Automatic Materials Handling Analysis Guide" is a pocket-size booklet that helps decide what equipment will speed operations for individual dealers. Twenty-eight questions on operation methods and descriptions of equipment performance guide the reader. The Automatic Transportation Company, 101 West 87th Street, Chicago 20, Ill.

PLYWOOD FILM. The vender department of the Mengel Company, Louisville 1, Ky., has produced a new sound-slide film in color. This 20-minute film shows where the

finest mahogany comes from, how it is felled and processed into beautiful veneers.

HOME FINANCING. The Small Homes Council, University of Illinois, Urbana, Ill., offers advice on all phases of financing a home in a revised edition of its circular, "Financing the Home," No. A13. It contains interest tables and gives several examples in simple language to help readers fully understand budget terms.

DOOR CHART. A new wall chart shows the 38 styles of How-ell-dor upsweep sectional garage doors. Free from the Howell Manufacturing Company, Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa.

MODULAR COORDINATION. The American Institute of Architects offers in its publication, *Grid-Lines*, information on design and construction of structures on four-inch modules. Sketches of jamb details are included in an article on windows. Free from AIA offices at 1741 New York Avenue, N. W., Washington 6, D. C.

HOT WATER HEATING SYSTEMS. The new Thrush manual, FCE-1251, contains 40 pages of simplified drawings, tables, wiring diagrams, and examples of most widely-used types of hot-water heating systems. Step-by-step details are given for one- and two-pipe forced circulating systems. H. A. Thrush and Company, Peru, Ind.

Meet these New Members of the How-ell-dor Family!

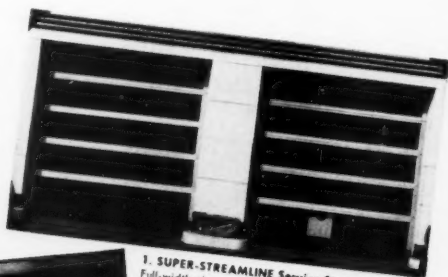
HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 36 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

The universally known **HOW-ELL-DOR** Electric Operators for residential, commercial and industrial garage doors may be obtained with remote or at-door control stations. Available for all sizes and makes of doors.

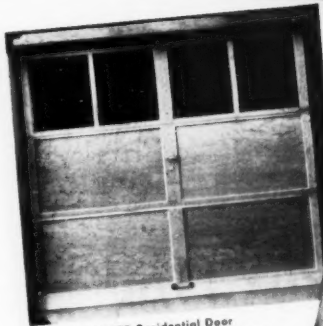
Write for
FREE
Catalogs



THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.



1. SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mullis, steel reinforced, for maximum daylight and lasting service. With standard or high-lift equipment.



2. THE RANCHER Residential Door
New low cost sectional Upsweep door designed for the popular ranch type home or signed for the popular ranch type home or signed for the popular ranch type home. Stock sizes: 8'x7'x 1 1/2" and 8'x6'6"x1 1/2". Solid or top open.



3. FREE-FLYTE Commercial Door
An inexpensive, quality-engineered door, easy to install and operate. Stock size sections open.

HARDBOARD MOVIE. "Masonite Magic at Ukiah" is a 16-mm color a.s.d. sound film that tells the story of production at the new plant in Ukiah, Calif. It runs 23 minutes. Western dealers can book the film through local Masonite salesmen. Eastern dealers should write to the Masonite Corporation, 111 West Washington, Chicago, Ill.

SWITCH BOX GUIDE. A new 16x22-inch wall chart shows catalog numbers, sizes, and number and sizes of conductors permitted in each electrical switch and outlet box. Ask for publication No. 18-81 from General Electric, Construction Material Dept., Bridgeport 2, Conn.

SHOWER DOORS. A full-color, envelope-size consumer folder shows the advantages of shower enclosures over curtains. Several attractive doors are shown. The Shower Door Company of America, 973 Peachtree Street, Atlanta, Ga.

GARAGE DOORS. Four two-color postcard cards show various models of Strand garage doors and give a sales message. They have a space for imprint of the dealer's name. Samples from the Strand Garage Door Division, Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.

SUGAR PINE. A new 52-page book—designed as a permanent working tool for architects, builders, and lumber dealers—describes the character, uses, and grades of sugar pine. The book carries full-page pictures of typical grade examples, with descriptions. Single copies free from the Western Pine Association, 510 Yeon Building, Portland 4, Ore.

WALL FORM CONSTRUCTION. The erecting and stripping advantages of the Symons form system of forming walls are covered in a new four-page folder. It shows the panels, two-way form tie, connecting bolt, tightening wedge, wale tie and plane, corners, and fillers. The Symons Clamp and Manufacturing Company, 4249 Diversey Avenue, Chicago 39, Ill.

ROLLER CONVEYORS. New folder gives data on Mathews conveyors for brick, lumber, and other building products. Drawings show dimensions for conveyor frame rails, rollers, bearings, and curves. The Mathews Conveyor Co., Ellwood City, Pa.

VENETIAN BLIND STANDARD. The United States Department of Commerce has published a commercial standard for grade-A, custom-made venetian blinds. It lists manufacturers who have accepted the standards. Available for 10 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

DISH WASHER PROMOTION. "How to Sell Dishwashers" tells the sales experiences of Youngstown Kitchen salesmen who entered a 1951 dishwasher sales contest. The booklet offers \$5 for each usable idea on how to sell Jet-Tower dishwashers. Youngstown Kitchens, Mullins Manufacturing Corporation, Warren, Ohio.

HOO-HOO LOG

DE LAND, FLA.: As one of its first projects, this new Hoo-Hoo Club plans to sponsor an essay contest in the local high school on "Why Lumber Should Be Used in Residential Construction."

DALLAS, TEX.: As part of its program to familiarize yard personnel with all phases of the industry, Club 75 presented a color movie, "Trees to Trade," at their January meeting. Employees were guests. This movie was made by the Long-Bell Lumber Company and shows procedures from cutting trees and reforestation to finished millwork.

ST. PETERSBURG, FLA.: Ten new Cats for this club! The January meeting was combined with a concatenation on the 9th at the fraternal club rooms. Afterwards everyone enjoyed a buffet dinner.

HOUSTON, TEX.: Club 23 initiated seven Kittens at the January meeting. One of the Cats' projects for spring will be an all-day picnic for orphans of Faith Home. They recently raised over \$200 for this affair by raffling off appliances.

TAMPA, FLA.: After refreshments and dinner, members attending the January Hoo-Hoo meeting heard Ralph Mills, managing director of the Hillsboro County Crime Commission and former F. B. I. member. The Cats kept him answering questions on the commission's local program until late in the evening.

Hoo-Hoo Leadership in Ga. Enlarged for Expansion

On a visit to the Atlanta and Savannah Hoo-Hoo Clubs last month, Supreme Custodian John Dolcater, of Tampa, Fla., made plans to increase the top leadership of Hoo-Hoo in Georgia for expansion of the lumbermen's fraternity into other key cities.

According to Dolcater, the state will be divided into Northern and Southern divisions. Each will have a state deputy snark and one or more vicegerent snarks.

A member of Hoo-Hoo since 1917 and Georgia vicegerent snark since Atlanta Hoo-Hoo Club No. 1 was reactivated three years ago, Hal L. Drake, of Atlanta, is the new state deputy snark for the North Georgia division. George Currie and Donald L. Moore will serve as vicegerent snarks.

The South Georgia division leaders will be named later.

CONTRACTORS!

Here is the Greatest **BARGAIN** EVER OFFERED IN TOP QUALITY BUILDERS Exhaust Fans

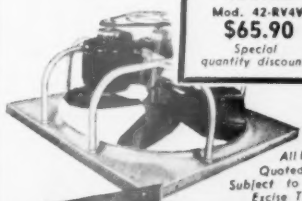
Shovelaire®

"BUILDERS SPECIAL" EXHAUST FANS

Here is a fan you will be proud to install. Features found in the highest priced fans—rugged strength in steel tubular frame. Vertical models mounted in SKF Bearings, horizontal models with diamond-bored sleeve bearings—made in 3 sizes and powered with 1/3 H.P. Westinghouse or GE Motor. Positively the lowest priced fan of this quality found anywhere. Write for details today.

VERTICAL DISCHARGE
30" 36" 42"
blade size

Mod. 30-RV4V
\$53.25
Mod. 36-RV4V
\$58.38
Mod. 42-RV4V
\$65.90
Special quantity discounts



All Prices Quoted Are Subject to 10% Excise Tax



Mod. 30-RV4
\$45.90
Mod. 36-RV4
\$51.02
Mod. 42-RV4
\$58.52
Spec. quantity disc.

HORIZONTAL DISCHARGE
With 30", 36", 42" blade size

- G.E. or Westinghouse Motors
- Only 17" Clearance Required
- SKF Ball Bearings • Extra High CFM
- Easy to Install



DEALERS:

Write for new C & H catalogue showing complete Shovelaire line for 1951 and name of nearest distributor.

C & H

AIR CONDITIONING FAN COMPANY, INC.

1595 DeKalb Avenue, N.E.
ATLANTA • GEORGIA

Strictly WHOLESALE



Joachimi, Three Others Get Fischer Promotions

Appointment of Carroll L. Joachim, shown above, as assistant to the president of the Fischer Lime and Cement Company in Memphis, Tenn., topped four promotions announced last month by President W. N. Fry.

The other promotions included that of Elmer Blalack to succeed Joachim as sales promotion and advertising manager; James A. Prewitt to assistant secretary and treasurer, and Frank B. Stewart to traffic manager.

Joachim joined Fischer two years ago to head up the sales promotion and advertising department for the rapidly expanding Fischer industries. For four years he had been appliance sales manager for the Memphis branch of Westinghouse.

He served as a captain in the U. S. Air Corps in Hawaii and California during World War II. Previously he was a senior salesman with the National Cash Register Company. A native of Beaumont, Tex., he attended the University of Texas and then moved to Memphis in 1934.

Blalack, new sales promotion

and advertising manager for the Memphis materials manufacturing and wholesale firm, joined Fischer last year. He was with the local agency, Lake, Spiro and Sherman, Inc., for five years, and then had his own offices for five more. An artist, he was president of the Fellowship of the Memphis Academy of Arts in 1950.

Prewitt joined Fischer as general auditor in 1949. Last July he was made comptroller.

Stewart joined the firm as assistant traffic manager in June, 1950. He succeeds the late Fred Thomas.

Materials Wholesalers Hear of New Products

District managers of U. S.-Mengel Plywoods, Inc., were briefed on the sales advantages of Micarta plastic laminate and Novoply panels at a one-day meeting in Atlanta, Ga., January 18.

K. H. Renau, of Louisville, Ky., Micarta promotion manager, and G. I. Fischer, of New York, Novoply promotion manager for the U. S. Plywood Corporation, led discussions of their specialties.

J. R. Gray, sales promotion manager for U. S.-Mengel Plywoods, Inc., Louisville; Bill Green, division manager of the host company, and G. A. White, division manager for the Mengel Company, spoke.

U. S.-Mengel district managers include Charles Hoddap, G. M. Lehman, George Lindley, H. E. Richardson, J. T. Striplin, H. F. McLeod, and Jess Burford.



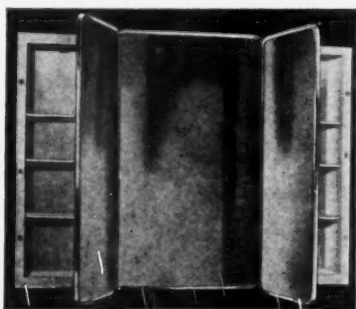
Ssircos Salesmen Study Product Points

"TO COUNTER-BALANCE shortages expected in some building material lines this year, creative selling will be needed more than ever in 1952," Lee Bartholomew, vice-president of sales for the Southern States Iron Roofing Company, declared at the opening session of the annual sales meeting in Savannah, Ga., January 7-11.

Nearly 100 salesmen, branch managers, district managers, and other personnel of the South-wide materials wholesaling firm attend-

ed the meeting at the DeSoto Hotel and heard 42 top-flight representatives of 18 building material manufacturers explain the product features, installation, and uses of their lines.

Among these men was Stewart White, plywood sales manager for the Georgia-Pacific Plywood Company, who is seen above explaining the many markets for plywood. Behind him are the trade-marks of several of the major building products distributed from the Po-



"Vanity" Cabinet

• **A BIG
VALUE** •

This beautiful cabinet, with its triple-mirror, 36 inches wide, is an outstanding value at its sensationally low price. Besides its greater mirror area, it also has much larger storage space—twice as much as the average bathroom cabinet. Its attractive appearance makes it an ideal fixture for powder rooms as well as bathrooms.

Stock this big-value cabinet today and see how your sales of cabinets will spurt!

**IMMEDIATE
SHIPMENT**

WRITE
FOR
LITERATURE

18 Models

Write for descriptive literature on our complete line of bathroom cabinets.

**Ideal
Cabinet Corporation**

Division of Deslauriers
Column Mould Co., Inc.

7722 JOY RD., DETROIT 4, MICH.

The **Ideal
CABINET**

Helps—

TO MAKE YOUR SELLING JOB EASIER IN '52

GATE CITY'S Sales Promotion
Program Is Made-to-Order to
Increase Dealer Profits!



Gate City

AWNING WINDOWS

are popular with dealers because they are priced right...delivered as a "packaged" unit completely assembled...and are a fast seller.

You, too, can reap a harvest from GATE CITY'S comprehensive national advertising, radio, direct mail and co-operative newspaper advertising... hop on the GATE CITY band wagon NOW!



GATE CITY SASH & DOOR CO.
P. O. Box 901, Fort Lauderdale, Florida

The completely (factory) weather-stripped window bears the A.W.W.I. SEAL OF APPROVAL

**MAIL
COUPON
TODAY**

Gentlemen:
Please send me complete details of GATE CITY promotional program and territorial openings.

NAME _____

ADDRESS _____

CITY _____ STATE _____

SB5-2

vomac to the Rio Grande by Ssirco salesmen.

Product sales managers of the firm headed up daily sessions with factory spokesmen on their specialties. Paul Hellstrom covered steel products on Tuesday; E. L. Stephens, aluminum products, Wednesday; Victor Johnson, other building products, Thursday and Friday. Assisting them and Vice-President Bartholomew were General Sales Manager Dave Scales and Advertising Manager Marvin Arnsdorff.

Bartholomew presented the Southern States Iron Roofing Company's 1952 merchandising and credit policies in mimeographed form, stating that to his knowledge no other building material distributor in the South had put its merchandising policy completely in writing.

The dealer's point of view on merchandising was discussed by Joseph G. Rowell, of Atlanta, counselor to the Building Material Merchants of Georgia and the Southern Woodwork Association.

At their annual meeting, the Ssirco salesmen received smart catalogs packaged in new loose-leaf, ring-bound leather brief cases.

HEAD S. E. LUMBERMEN'S CLUB



Officers of the Southeastern Lumbermen's Club are seen above following their election at the annual meeting in Macon, Ga., on January 25. In front is J. W. (Bill) Zuber, of Atlanta, president. Reading up the stairs, we find W. A. (Billy) Nolan, Jr., Augusta, Ga., vice-president; Mrs. Ethalind McCarthy, Jacksonville, Fla., secretary-treasurer, and E. A. Scott, Augusta, Ga., retiring president.

The new directors include Raymond E. Sullivan, Preston, Ga.; T. Britt King, Augusta, Ga.; J. G. Fitzgibbons, Atlanta, Ga.; John W. Reynolds, Albany, Ga.; A. H. Bankston, Savannah, Ga., and Past-President Scott.

Charter and pioneer members of the Southeastern Lumbermen's Club were honored at the "Old Timers" breakfast. Hobart L. Manley, Savannah, Ga., "bowed over" the men with his "Breakfast at Sardi's" interviews with the ladies

as "the most memorable experience I've had at an SELA meeting." He modeled each one's hat!

Strictly WHOLESALE

ATLANTA, GA.: Lloyd Doub, former Tampa area salesman for U. S. Mengel Plywoods, Inc., is the new assistant manager of the Atlanta branch. Manager Gene Richardson also announced the opening of supplementary shipping points for the branch in Albany and Augusta, Ga. Ervin Allen heads up the Augusta operation, while Frank Herrington is "the man" in Albany.

FOR SALE OR LEASE

Retail lumber yard combined with new and used plumbing. Located in West Virginia in a metropolitan area of 75,000. Business doing nice volume. Owner is ill and wants to sell or lease. Box No. 26, Southern Building Supplies, Atlanta 5, Georgia.

You Sell More

Room for Living!

when you sell
EZ-WAY
FOLDING STAIRWAYS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms — the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.

BOX 100, DEPT. X, ST. PAUL PARK, MINNESOTA

NEW

Correctly Designed, Rust-Proof

**National Guard
METAL SIDING TRIMS**

Hits Your Customers' Needs Right on the Head For Better, Faster, Weatherproof Siding Jobs!

Your builder and home-owner customers will be enthusiastic about this new, complete line of Rust-Proof Metal Siding Trims... Outside Corners, Inside Corners, Door and Window Trim, and Drip Cap designed for use with asbestos siding or any material requiring 3/8" channel space.

Saves man-hours on construction time, gives neater appearance and more permanent, weather-tight siding job. Ideal for new construction or for re-siding existing buildings.

Packed in small quantities for easy handling and shipped in strong corrugated cartons to insure safe transportation.

Write Today for Illustrated Sales Sheet and Price List



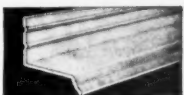
Z-100
OUTSIDE CORNER



Z-101
INSIDE CORNER



Z-102
DOOR AND WINDOW TRIM



Z-103
DRIP CAP
for use over Windows and Doors

NEW**Jack Frost
WEATHER STRIP**

Stops Drafts! - Easy to Apply!



Attractively Packaged in Ready-to-Sell Units... enough weather strip and nails in each package for average size window or door!

Write Today for Illustrated Sales Sheet and Price List

Jack Frost Weather Strip is quality-made of flexible, rust-proof, white metal and heavy wool felt. Designed to stop drafts... keeps cold out—keeps heat in. Easy to put on with hammer and snips.

Manufactured by

NATIONAL GUARD PRODUCTS, Inc.

540 JACKSON AVE. • P.O. BOX 4754 • MEMPHIS, TENN.

Manufacturers of Metal Mouldings—Weather Strips
Screen Door Grilles—Window Guards

at least
25% more profit!
less inventory!
fabricate your own

easy in
easy out



Loxcreen TENSION SCREENS

the Loxcreen Company • Columbia, S. C.

FOR IMMEDIATE SHIPMENT!

Create quick sales... repeat business with LOXCREEN. Your customers will appreciate low initial cost... more convenience, without upkeep!

Just 2 screws... one adjustment...
and LOXCREEN is set for good!

EASIER INSTALLATION... Fits snug against blind stop without complicated adjustment. Aluminum floating sill bar.
EASIER OPERATION... Once in tension, roll LOXCREEN back or take down to store. Snaps back into tension automatically when re-inserted.

Buy LOXCREEN units for your own screen application or assembled ready to hang. Treated aluminum-painted wood bars; aluminum floating bar; zinc plated fittings... eliminate cost of upkeep. In-stock sizes for all standard double-hung windows.

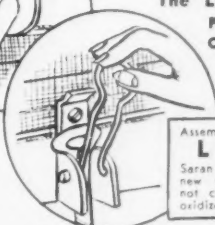
Distributorships available. Write for literature and price lists or let our representative call.

The LOXCREEN CO.

P. O. Box 3053
Columbia, S. C.



—new—easier
LOXCREEN
top hanger
assembly and
sill lock
pat. pend



Assembled screens have
LUMITE
Saran Screen cloth with
new selvage edge. Will
not crimp, rust, stain or
oxidize.

BIRMINGHAM, ALA.: James P. Dobbins, Sr., succeeded John Thames as president of the Birmingham Wholesale Lumbermen's Club at the recent annual meeting. Jack Brabston, Jr., is first vice-president; John J. McPoland, second vice-president, and Tom Pruitt, secretary-treasurer.

NASHVILLE, TENN.: A recent fire caused \$15,000 damage to the Harris Weber Sash and Door Company here. John Weber, one of the owners, said he had left the safe door unlocked but had locked the front door of the building. When the fire was discovered, the front door was open and a box containing \$35 was missing from the safe. The fire is being investigated as one of a series of fires at local business houses, believed to be the work of an arsonist.

CHARLOTTE, N. C.: Folsom C. Proctor has been elected vice-president of the Miller Mill Work Corporation. This distributor of building supplies was started in 1947.

HOUSTON, TEX.: A new firm, the Wood-Protecting Company, recently opened here with a plant at 5001 Holmes Road. It is owned by T. P. Wier, Sr., a leader in Texas lumber circles for years, and his son, Dr. T. P. Wier, former chemist for Shell Oil Company.

LANCASTER, PA.: The Armstrong Cork Company's Acoustical Contractors Advisory Committee has five new members, elected by acoustical contractors throughout the country. Serving in five regions, they include: Robert A. Stoehr, Cincinnati, Ohio, and Clifford King, New Orleans.

CHARLOTTE, N. C.: Southern Appliances, Inc., has been made a distributor of Youngstown steel kitchens by the Mullins Manufacturing Corporation.

LOUISVILLE, KY.: The Stratton-Terstegge Hardware Company recently added Westinghouse electric housewares, fans, and vacuum cleaners to the lines they distribute. J. E. Hugo, Westinghouse manager of the central district, presented the wholesale franchise.

MIAMI, FLA.: C. Martel Wightman has joined his father's firm, the Wightman Lumber Company. He will serve as the firm's representative on the Florida west coast.

Fibrous Glass Display Seen by Research Group

More than 100 trustees of the Southwest Research Institute, attending their annual meeting at the industrial research laboratories in San Antonio, Tex., recently, witnessed a dramatic presentation of an "industry which grew out of the test tubes of research."

At the invitation of Dr. Harold Vagtborg, president of the organization, Harold Boeschstein, president of Owens-Corning Fiberglas Corporation, presented a demonstration for the fibrous glass industry which illustrated how this new industry is playing an increasingly important part in the American way of life.

The fibrous-glass presentation was taken out of "retirement" by Owens-Corning and transported by motor unit from the company's Newark, Ohio, plant to Texas. This \$50,000 fibrous glass "road show" had already traveled 60,000 miles through 39 states, the District of Columbia, and two Canadian provinces. More than 70,000 persons saw the demonstrations in 129 cities.

Now volume-produced in a wide variety of forms, fibrous glass products were born of industrial research in the early 30's and were weaned in pilot plants in the mid-30's.

Testing to destruction has begun at Southwest Research Institute on a scale model of the first pre-stressed flat concrete slab of its type in the United States. The full-scale slab will be used in the erection of a large laboratory building with the Youtz-Slick Lift Slab Method of Construction, developed by the affiliated Institute of Inventive Research.

Results of the investigation will be applied in construction of the actual full-scale slab which, serving as a roof for a new laboratory building, will be 88 by 38 feet in area and 6 inches thick. The roof

will be supported on eight columns with 24-foot centers.

Object of the prestressed slab research program, being conducted as a part of Southwest's construction technology work, is to reduce the amount of steel and concrete required in fabricating slabs for large buildings.

PAYING SALESMEN

(From page 37)

ties from lackadaisical handling of your compensation plan. I think all of you are familiar with lawsuits here and there between management and a salesman—a salesman who didn't understand what the compensation plan was.

Write out your compensation plan. Have your attorney read it and advise you so that you will be sure that you have it set up legally. There may be the matter of split credits—one salesman may get the specifications and another one sell the job, etc. Take care of all contingencies in your original statement of compensation policy.

With your training program outlined and under way, and with your compensation plan all set, you, yourself, should then be an example. I've always liked the expression, "The Happy Warrior," which was popular when Al Smith was running for president. He always had a smile on his face.

I like to think of the sales organization going out as "Happy Warriors." You, the manager, must set that example with a smile on your face. Send the men out confident that they are going to bring home the bacon that night. That attitude, itself, can do a great deal to stimulate and help the salesman attain success!

GROUP INSURANCE

(From page 40)

operation of the insurance program, McNay has made these observations:

Being insured has instilled in many of his men a sense of pride about the added security they have for their survivors.

More than anything else, this company-paid insurance has led to closer relationship between management and worker and to greater mutual understanding.

**WEL-BILT FOLD-A-WAY
STAIRWAY**



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Well-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

**STRONG
EFFICIENT
SAFE**

**SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST**
Manufactured by
**THE WEL-BILT PRODUCTS
COMPANY**
P. O. Box #95
Memphis, Tennessee

In the COAL SCUTTLE

A COMPARATIVE cost of competitive fuels has been published recently by the West Virginia University, following a long study. It shows that coal is the most economical fuel in the East. In Washington, D. C., for example, it was claimed that industries pay twice as much per unit of heat from gas as from coal.

CUSTOMERS of Massey, Wood and West, coal retailers in Richmond, Va., never complain of dirty, dusty coal. This company sprays all coal with oil as it is put into the truck. A 10,000-gallon storage tank connected to a 1,000-gallon pressure tank provides a simple system. The experience of over 10 years' use of this set-up has proved to the company that the slight extra trouble is worth it in satisfied customers.

IN AN EFFORT to get coal to markets more cheaply, coal men are working on new and untried methods of transportation. Although the Ohio legislature refused permission for such a project, some backers still hope to build a 100-mile conveyor belt between Cleveland and East Liverpool to deliver coal. Another

possibility is to move coal by pipeline—a system now being demonstrated by one company with a three-mile pipeline.

CARE, the well-known relief agency that delivers packages to European countries, is now taking orders for gift packages of coal for families in Austria. Each package contains about 660 pounds of coal.

THE TVA—originally promoted for water power—recently signed 10-year contracts to buy over 18,000,000 tons of coal. To meet this demand, one coal field plans to increase its production to 10 times its former output.

AUSTRALIANS have had enough of socialization as far as the coal industry goes, according to latest reports. The government plans to offer for sale \$70,000,000 worth of mining equipment. The Australian government hopes that private business would buy the equipment to improve mines.

PATIENTS in the hospitals of Manitowoc County, Wis., receive the daily newspaper as a courtesy of the local Coal Heating Service group. A friendly greeting that lets readers know who sends the paper is attached to each copy by the newspaper publisher, who gives CHS a special subscription rate. Several other CHS groups are now using this idea.



IDEA

of the month

Quick Way to Liquidate

The stock and equipment of the Waukomis Lumber Yard in Waukomis, Okla., were sold at public auction for approximately \$8,100 by a professional auctioneering firm.

Among the items moved in the public sale were a 1948 10.5-ton truck that sold for \$1,400, and a power saw that netted \$340.

The public sale was advertised in the county newspaper and on posters put up throughout the Waukomis area.

WHAT'S YOUR IDEA? A quicker way to deliver orders? A clever advertising stunt? S*B*S will pay \$5.00 for each idea published in this column. Write IDEA Editor, S*B*S, 806 Peachtree Street, Atlanta 5, Ga.

Sales and Profits

Keep Growing

With

"Premier"

ALUMINUM MOULDINGS

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

5

Write for Catalog and Prices Today!

DEALERS in the NEWS

TENNESSEE

MEMPHIS: Forrest Ladd, executive vice-president and assistant chairman of the board of John A. Denie's Sons Company, was awarded the 1951 Distinguished Service Award by the local Junior Chamber of Commerce. He was recognized for his work in directing the Mid-South Defense Blood Center. This "outstanding young man of the year" also is a state senator.

KANSAS

LINDSBORG: The E. G. Larson Lumber Company held an "open house" recently and entertained some 500 guests. Larson bought the lumber yard from H. J. Thurstenberg last July.

AUGUSTA: Perry W. Oakes resigned as manager of the S. J. Safford and Son Lumber Company January 1. He now is associated with his son, Kermit W. Oakes, who recently bought the Associated Credit Bureau in Emporia. Father Oakes was in the lumber business for 35 years.

VICTORIA: The Victoria Lumber Company, Inc., recently opened here on Highway 40. A subsidiary of the

Schwaller Lumber Company in Hays, the new firm is managed by Ed Braun.

DODGE CITY: The C. C. Isely Lumber Company recently donated \$500 to the Trinity Hospital in memory of C. C. Isely. The fund will be used to start acquiring x-ray and other equipment for treatment of cancer, the cause of Isely's death.

RUSSELL: Marvin S. Steinert, manager, and Keith Ruggels, owner, of the Independent Lumber Company, announced that a formal opening of the firm's new store on West Wichita Avenue will be held April 4 and 5.

WICHITA: R. K. Allen, a partner in the Thompson-Parker Lumber Company, has resigned as district engineer with the Southwestern Bell Telephone Company to take an active position in the company.

ALABAMA

JASPER: Passing out cigars at the recent annual meeting of the Alabama Building Material Exchange in honor of his new daughter, was Kelly Hyche, association vice president. He is manager of the North Alabama Lumber Company here.

TEXAS

HOUSTON: E. B. Bruner and R. L. Bradley Jr., who leased the Santa Rosa Lumber Company from Ralph C. Heiner about 18 months ago, have bought the business for \$30,000. They have operated the firm under the name of Bruner-Bradley Lumber Company. They soon plan to build a \$50,000 building for a hardware store to be operated in connection with the lumber yard.

WELLINGTON: A recent fire—started by burning grass as a fire-prevention measure—did heavy damage to the Cicero Smith Lumber Company. It burned 46 feet of a newly-completed sheet iron shed, two-thirds of the main building, and the remainder of the roof of this building. The front of the office was included in this damage.

SHERMAN: The Delta Steel Building Company, with headquarters in Dallas, has opened a north Texas office here to handle the sale and erection of Quonset buildings. Paul G. Wyatt is district manager, with offices in the Commercial Building.

SHAMROCK: T. M. Bowman is now manager of the Cicero Smith Lumber Company's yard here. He

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DISAPPEARING STAIRWAYS**
A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC
FOR EXTRA ROOM



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Completely mechanical—no lifting.
Rigid! Safe! Wide
stringers — Wide
treads. 2-Panel ply-
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it's PULLMAN SASH BALANCES



Pullman Sash Balances are better . . . more economical for builders than windows having weight boxes, sash weights, chains, cords and pulleys. Installation is fast. Little on-the-job carpentry work is required. Thus labor costs are low. Pullman Balances are a sales and to lumber dealers selling prefabricated windows and Pullman Balances as a unit.



**THE ONLY BALANCE WITH
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Every Pullman Sash Balance is guaranteed against imperfect workmanship or material during the lifetime of the building in which it is installed.

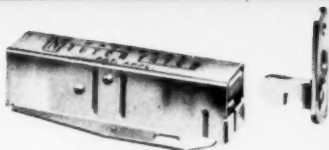
WRITE FOR LITERATURE

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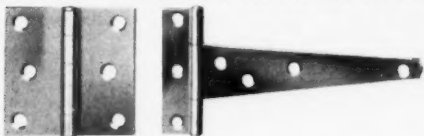
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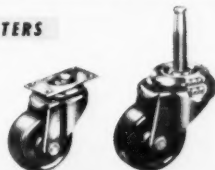


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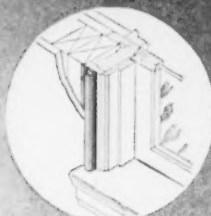
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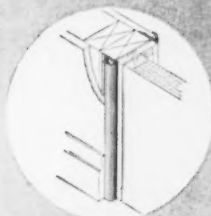
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- Gives Faster, Better Installation with Permanent Rigid, Snug Fit



APPLICATION AT WINDOW



APPLICATION AT DOOR

Write for
Descriptive Literature
and Samples

DRYWALL TRIM, INC.

545 FIFTH AVE., NEW YORK 17, N. Y.

replaced Bonnie Potts, who resigned to accept another position.

SAN ANGELO: The Mund Lumber Company has a new 4,000-square-foot warehouse, constructed behind the old building.

PORT WORTH: W. G. (Bill) Sears recently resigned as advertising manager of the Western Builders Supply Company.

TAFT: The Taft Lumber Company has been purchased by the Alamo Lumber Company of San Antonio. R. A. (Bob) Josseland was manager for Alamo.

TYLER: Paul Messer, who joined the Gulf States Lumber Company 21 years ago as a truck driver, was made president last month. He was a salesman and then secretary-treasurer.

DALLAS: Directors of the D. L. Paint and Wallpaper Company have named William R. DeMuth president and general manager. He replaces William Davoust, Jr., who resigned.

KENTUCKY

ERLANGER: The Erlanger Lumber Company has filed articles of incorporation, increasing its capital stock to \$100,000.

PAINTSVILLE: The F. S. Van Hoose Company has been incorporated. Capital stock was listed at \$202,400.

ARKANSAS

EL DORADO: John and Jack Gilmore and George C. James have incorporated the Gilmore-James Lumber Company here.

LAKE VILLAGE: The Lake Village Lumber Company is now housed in a modern building with an all-glass front. Manager John S. McCallum, who has been with the firm 22 years, held an "open house" for the public recently.

SOUTH CAROLINA

GAFFNEY: The Broad River Brick Company here and the Greenville Steel and Foundry Company in Greenville have merged under the latter name.

GEORGIA

ATLANTA: The Buckhead Supply Company opened here January 2 at 3197 Roswell Road N. E. Jack H. Pulley and E. C. Moore, Jr., are owners of the new firm. Both formerly were associated with the National Gypsum Company . . . Edward Merritt, former associate of the Southern Belting Company, has joined the Carolina Lumber and Supply Company here as a vice-president. He has an active part in managing all operations of the firm. . . . The East Side Lumber Company, owned and operated by Jim and Tom Robinson, has enlarged its yard and added a new Quonset lumber shed. This metal structure with concrete foundation is open the full length of the shed for storing, selecting, and loading lumber. The Robinson brothers plan soon to move their store and office into the west end of the five-room building they own, and make it "the simplest, handiest retail yard in Atlanta."

MISSOURI

CAMPBELL: Jeff Qualls, who managed the Robinson Lumber Company's yard here for two years, was recently transferred. His successor is Jim Vickers, who came from Poplar Bluff.

NORTH CAROLINA

DURHAM: Buildwell Products, Inc., has been granted a charter to sell all kinds of building materials. Authorized capital stock is \$100,000.

DURHAM: James H. Coman, Jr., of the Coman Lumber Company, has been chosen "Kiwanian of the Year." He was presented a silver pitcher at a banquet January 3. The award was made in recognition of Coman's work as chairman of the Agriculture Committee. His firm, which he operates with his father, James Coman, Sr., and brothers, Bill and John, received top award in connection with National Home Week last year for lumber dealers in cities where there were no NAHB chapters.

OKLAHOMA

ENID: The R. A. Champlin Hardware and Lumber Company, one of the oldest retail firms in the city, has

been sold to the A. C. Houston Lumber Company, Wichita, Kan. W. L. Ballard took over temporary management of the firm, and most of the existing personnel were retained.

EL RENO: George Woodward and Paul Currell have bought the El Reno Lumber Company from J. Ira Jones and his son, Mack A. Jones. The new owners of the firm are connected with the Western Lumber and Hardware Company of Oklahoma City. Fred Adkins manages the firm.

LOUISIANA

SHREVEPORT: Building Specialties and Materials, Inc., was granted a charter by the secretary of state. Capital stock was listed at \$200,000.

MONROE: A fire destroyed the Hill Lumber and Supply Company January 6. Estimated damage was \$100,000. Shelby Hill, the owner, reports that records were saved, and most of the damage is covered by insurance. . . F. C. Terzia and Leo Terzia have bought one-third interest in the Parlor City Lumber Company here and the Terzia Lumber and Hardware Company in Bastrop. These are the two oldest building material firms in northeast Louisiana. The purchase was made from Felix A. Terzia, who retired several years ago. The new owners announced plans to install a block-type hardwood flooring plant.

OBITUARIES

JOHN E. WHITE, 34, part-owner and operator of the Lakin (Kan.) Lumber Company, died December 31 of a heart attack. His sudden death was a shock to his community, where he had become a civic leader since moving to Lakin in 1948. He was a member of the city council two years, a director of the Chamber of Commerce, member of the Lakin Rotary Club and Masonic Lodge, and chairman of the Kearny County Democratic Committee. Before starting his own business, he has been associated with several Long-Bell lumber yards. He is survived by his wife, son, and mother.


E. W. KISSAM, president of Kissam Builders Supply in Orlando, Fla., passed away January 11. He was active in the Florida Lumber and Millwork Association.

TYSON L. HARRIS, 66, died January 15. He and his brother, Orr Harris, started the Central Lumber Company in St. Petersburg, Fla., in 1932, which they operated until they retired in 1946. He was a member of the Knights Templar and Knights of Pythias. Besides his brother, he is survived by his wife.

JOHN L. MOORE, partner in the Moore-Reid Lumber Company in Jackson, Miss., died January 14. He had suffered a heart attack two months before. Moore had been in the lumber business most of his life. He was active in the Rotary Club, the advisory board of the Salvation

Metal Molding

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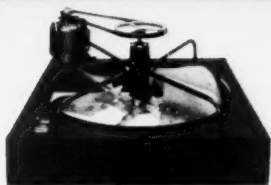
14" X 100 FEET ROLLS

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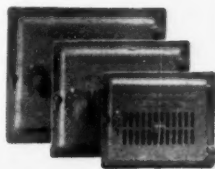
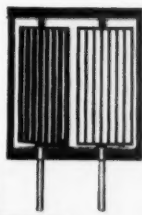
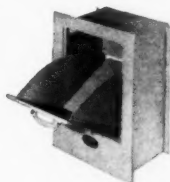
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Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace. . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.

Give your mason customers the added service of Donley Incinerator parts, Donley plans and instructions. Eight specifications provide for everything from small cottage to large apartment or industrial plant. Donley hoppers, grates, doors, gas burners, etc., are of advanced and practical design, with dependable quality. Write for booklet.



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NEW IMPROVED

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THE COMPLETELY *Concealed*

SASH BALANCE

THAT ACTUALLY MAKES
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NOW *more than ever... is
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**ONLY HIDALIFT OFFERS THESE
ADVANCED AND EXCLUSIVE
CONSTRUCTION FEATURES...**

100% CONCEALED—No part protrudes or is otherwise exposed to view.

DESIGNED for EASY, FAST INSTALLATION—smooth, lifetime operation.

EASIER TO TENSION—Tensioning can be applied *before* or *after* installation without special tools.

FITS WINDOW with or without weatherstripping.

POSITIVE LIFTING POWER provided by highest quality coil spring.

TWO TYPES OF ATTACHING BRACKETS—Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and "Cup" types.




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Zone

State

Army, and St. Andrew's Episcopal Church. He was one of few Jacksonians to receive the Beaver Award for distinguished service to Boy Scouting. He leaves a wife and two daughters.

ROY O. SMITH, 61, died January 2 in a hospital in Liberal, Kan., after an illness of several months. He became manager of the Liberal Lumber Company when it was started in 1927 and continued these duties until his death. He leaves a wife, two sons, and daughter.

ANDREW J. KAULBACH, SR., 71, died January 8 in Beaumont, Tex., after long illness. He once was vice-president of the Beaumont Lumber Company and later operated his own lumber business. He was active in St. Mark's Episcopal Church, the Rotary Club, Chamber of Commerce, and lumbermen's organizations. He leaves a son, daughter, and four grandchildren.

WILLIAM MINTON JOHNS, 85, oldest living former president of the Southwestern Lumbermen's Association, died December 29 in Sedalia, Mo. He served the association in 1907. He started his career in the lumber business in 1884 with his father and retired last June. His brother continues the business. Active in Republican politics, Johns had served as postmaster for 14 years, having been appointed during Harding's administration. Surviving are his wife, daughter, and son.

WILLIAM M. ALBERTS, 70, founder and president of the Alberts Lumber Company in Marmet, W. Va., died of a heart ailment January 12. He was a member of the Boone Lodge, AF and AM, Scottish Rite, and the Church of Christ. He leaves a wife, mother, two sons, three daughters, 12 grandchildren, and two great grandchildren.

GUS A. CHRISTEN, 78, former president of the Louisville Lumber and Millwork Company, Louisville, Ky., died in Coral Gables, Fla., recently. He retired in 1949. He is survived by his wife.

GUY MOODY BEAVER, 56, owner of the Beaver Lumber Company in Concorde, N. C., died January 24. He had been superintendent of the Lutheran

Sunday School and a member of the Church Council for many years. He leaves a widow and son.

T. F. GILLESPIE, 82, a pioneer resident of Stamps, Tex., died January 20. He was president of the Stamps Lumber Company and a former general manager of the Bodcaw Lumber Company. He leaves a widow, son, and granddaughter.

PAUL F. HIGGINS, SR., 57, retired lumber wholesaler, died January 15 at his home in Louisville, Ky. He had owned part of the Higgins Lumber Company and was once connected with the O. O. Byron Sash and Door Company. He leaves seven sons, four daughters, and 17 grandchildren.



ISLAND DISPLAY SPOTLIGHTS TOOL SELECTION

This compact display unit is one of the new self-service island fixtures designed to show off Stanley tools to the best advantage. On a small sales floor, the unit can be used as a complete small-tool department. This fixture is 5 feet long, 58 inches high, 20 inches wide, and finished in red and gray. It is available to dealers at a special price with complete stock. Admiring the display are C. K. Freedell, Stanley general sales manager, and Charles Lohmeyer, his assistant.

Amis Is U. S. Chairman

The president of Wamix, Inc., Thomas L. Amis, has been named national chairman of the Young American Business Conference for 1952.

Under the leadership of this Dallas, Tex., ready-mix concrete manufacturer, the conference will seek further corrections of the Excess Profits Tax law inequities in 1952. Last year it spearheaded a drive that resulted in broadening application of the "growth company" formula.

Camp Gives Town a Hall

A large lumber firm, the Camp Manufacturing Company in Franklin, Va., recently donated \$25,000 to the town for the construction and the furnishing of a court room auditorium in the new Town Hall being built.

The gift was made with the understanding that the same amount would be set aside by the town for building an armory.

The Camp firm also offered to finance, at a cost of \$11,000, a master plan survey for Franklin and surrounding territory.

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Now! A New **SLIDING DOOR UNIT**
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SAVES FLOOR SPACE
NEW SILENT OPERATION
ELIMINATES SWINGING DOORS

with **3-OUTSTANDING FEATURES**

1. Solid brass, ball bearing, special **DOOR HANGERS**, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive **STABILIZING FIXTURE**, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted **ESCUTCHEON PLATE** at bottom closing edge of door interlocks with **RUBBER DOOR GUIDE** on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

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The SLIDE-A-FOLD Disappearing Attic Stairway
LOW COST—FAST SELLING



- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

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Only in an ANCO bag truck can you get the exclusive **NOSE-PLATE** wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



SAVES UP TO 50% IN TIME & LABOR

WHEN IT'S CEMENT HANDLIN' TIME—IT'S TIME FOR ANCO BAG TRUCKS—of course.



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Rental program includes free ad mats, rental forms, and counter displays.

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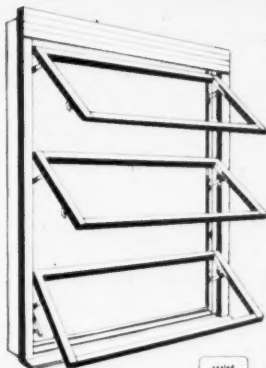
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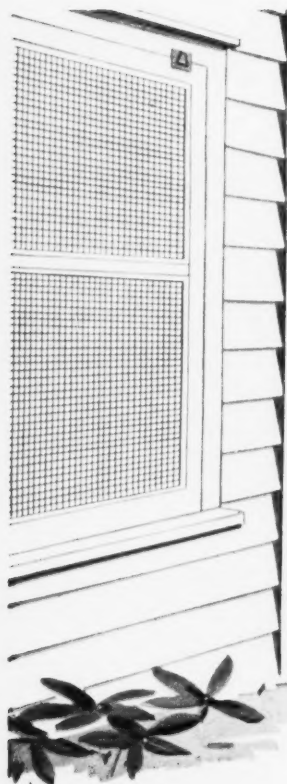
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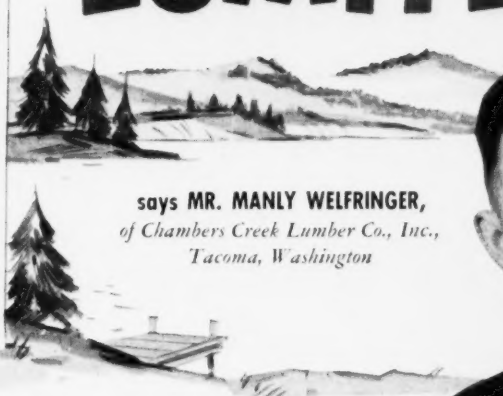
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